Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

January 12, 1959
Volume 30 • Number 2
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
480 Lexington Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1959, by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

Richards-C&H Merger Creates $30,000,000 Shop

Two Account Conflicts Will Confront FRC&H, in Rug, Liquor Fields

NEW YORK, Jan. 9—The rumored merger of Calkins & Holden and Fletcher D. Richards Inc. was announced officially here today. It will be Fletcher Richards, Calkins & Holden, with corporate details to be ironed out by March 1.

The announced billing figure for the new agency is $35,000,000, but some observers believe it will be closer to $30,000,000—about $20,000,000 from Richards, and $10,000,000 from C&H.

Fletcher D. Richards will be president and chief executive officer of the new agency; Bradley A. Walker, longtime Richards executive, will be chairman of the board. Paul Smith, C&H president and a noted creative man, will be vice-chairman of the board, and J. Sherwood Smith, chairman of C&H, will

Fletcher Richards

Paul R. Smith

be chairman of the executive committee of the merged agency.

Edmund F. Johnstone, who joined C&H last week as vice-chairman of the board, will be exec vp of the new agency. It is expected some accounts will follow

(*Continued on Page 83*)

FRAMED—*A family resemblance is evident in new Armour & Co. advertising for 1959. The recipe file card format, which ties the ads together, also will be used as a file tab in tv closeups. Armour plans "a healthy increase in advertising" for 1959—kicking off with a color spread in Life, Feb. 2. N. W. Ayer & Son, Chicago, is the agency.*

FPC Nips Utilities' Assertion Ads Are Business Expense, Not Politics

FPC Examiner Rules He Cannot Consider 'Reasonableness' of Ads

WASHINGTON, Jan. 6—The Federal Power Commission's probe of the Electric Company Advertising Program (ECAP) ran into procedural troubles today as spokesmen for utilities rebelled against a ruling which bars most of the testimony they want to offer on their relationships with government-owned power programs.

ECAP attorneys tried to prove that industry-sponsored ads attacking TVA and other public power programs are "necessary and reasonable" because they protect the relationships of private utilities with financiers, customers and employes. But power commission staff people protested that reasonable or not, the ECAP ads would have to be thrown out unless there was proof that they meet the tests of "advertising" spelled out in the commission's standard accounting procedures.

Today's hearing came to an abrupt end when Chief Hearing Examiner Edward Marsh upheld the staff protest by ruling, in effect, that he has no authority to consider the reasonableness of the ECAP ads. He gave attorneys for ECAP until Jan. 21 to submit briefs protesting his ruling, and then stopped the hearing.

▪ As the power commission hearing got under way today, the utilities were having their first op-

(*Continued on Page 83*)

Robert Hall, Howard Ad Setups Are Upset

Howard Names Mogul as Simon Goes; Hall Agency Regroups; Sawdon Leaves

NEW YORK, Jan. 9—What kind of a week has it been in the clothing business?

Well, it's been rather chaotic at two of the country's largest retail clothiers.

At Robert Hall Clothes Inc.:

• The billings went out—out—out, as the account was transferred from Frank B. Sawdon Inc. to a new and quickly organized agency called Arkwright Advertising.

• Mr. Sawdon also left the company, where he has been since its beginning, most recently as a director and vp in charge of sales and advertising. He said he was doing so in order to expand Frank B. Sawdon Inc., beginning with the announced acquisition of F. B. Stanley Advertising, effective at once.

• Arkwright Advertising opened shop in the quarters formerly occupied by F. B. Stanley Advertising, at 65 E. 55th St. Its executives were mainly admen who formerly worked for Sawdon Inc.

▪ Meanwhile, over at Howard Stores Corp.:

• Mogul, Lewin, Williams & Saylor, which had handled the account on an advisory basis since early 1958, was appointed the agency of record.

• Peter Simon, Howard's ad and sales promotion manager since 1954, resigned to join Harry Suffern Co., Detroit, as vp and ad director. His four-man ad department has been abolished, and Jerry Ichel, former Howard adman, joins Mogul as an account exec on the $700,000 clothing account.

▪ While Mr. Sawdon and Harold Rosher, president of Robert Hall Clothes, indicated that Mr. Sawdon's move had been jelling for some time (the two have been

(*Continued on Page 87*)

Vodka's Air Voice Stilled

Nuyens Seeks Radio Outlets as WCRB Withdraws

Station Protests NAB Policy but Yields; Vodka Seller Eyes Eastern Cities

BOSTON, Jan. 9—Federal Liquors Ltd. is going ahead with its efforts to set up a satisfactory radio schedule for Nuyens vodka and Nuyens cordials despite the discouraging setback which came last week when WCRB bowed to the wishes of the National Assn. of Broadcasters and dropped the account.

Sheldon Levine, merchandising director of Federal Liquors, told ADVERTISING AGE that he is in the process of lining up East Coast stations for a radio campaign to start in March. If he can get the kind of stations he wants, the company may spend $10,000 to $20,000 in radio for news and public service programs in March, April and May.

Mr. Levine said he was appalled at the industry "inside pressure tactics" which ended a relationship that was a most happy one for the company and WCRB. He

(*Continued on Page 86*)

Shaw Acquires Mercury Records, All of Red Heart

New Accounts Total $1,300,000; Agency Had Rest of Morrell

CHICAGO, Jan. 9—John W. Shaw Advertising added approximately $1,300,000 in new billings this week when it picked up the Red Heart dog food division of John Morrell & Co., and snared the Mercury Record Corp. account from Henri, Hurst & McDonald.

W. W. McCallum, Morrell president, told ADVERTISING AGE that Shaw was awarded the business because of the agency's "excellent work on Morrell meats and Red Heart cat food," which the agency got last summer from Campbell-Mithun (AA, June 30).

Campbell-Mithun lost the rest of its Morrell business in the form of Red Heart dog food five weeks ago (AA, Dec. 1). Mr. McCallum said that he talked to two or three agencies, in addition to Shaw, but dropped negotiations with them when he found they had conflicting

(*Continued on Page 86*)

Heads I Win, Tails You Lose...

Print Data Too Quantitative: Roslow; Quantitatively Weak: Huntington

Pulse Head Says Lack of Competing Researchers Thins Newspaper Ranks

WASHINGTON, Jan. 7—Dr. Sidney Roslow, president of Pulse Inc., argued against a standard radio-tv rating service, contending yesterday, "The surest way for broadcasting to commit suicide would be for it to select one form of research and discard all others."

In a talk before the Advertising Club of Washington, he contrasted the increase in numbers of broadcast stations with the decline in the number of newspapers. He suggested that broadcasting has been able to support more stations because competitive research organizations encourage audience analysis to the point where even the weaker stations show well-

(*Continued on Page 86*)

TvB Exec Hits Cost per 1,000 Data Used by Print Media

NEW YORK, Jan. 7—George C. Huntington, vp and general manager of the Television Bureau of Advertising, believes advertisers should insist on the same kind of scientific, up-to-date research from print media as they do from radio and tv.

In a speech before the American Marketing Assn.'s media research discussion group, Mr. Huntington accused print media of going back in time for the techniques for their research, and providing very little even at that.

"While television was busy pinpointing its audience, print went back to the 1930s and rediscovered page traffic and, like rabbits, started a magic technique of mul-

(*Continued on Page 86*)

Last Minute News Flashes

Dayton Rubber Shifts Division from Waters to Geyer

DAYTON, Jan. 9—Dayton Rubber Co. has moved its foam rubber and Dayflex hose division from Norman D. Waters & Associates, New York, to the Dayton office of Geyer, Morey, Madden & Ballard. The latter agency also has been named to handle a new corporate advertising campaign which will stress Dayton Rubber's leadership in production of urethane foams and feature the company's new slogan, "Headquarters for new ideas." Allman Co., Detroit, continues as the company's agency for truck and passenger tires and mechanical goods.

Waterfill & Frazier Moves to North

BARDSTOWN, KY., Jan. 9—Waterfill & Frazier Distillery Co., distiller of bonded, blended and straight whiskies, today moved its advertising account from Henri, Hurst & McDonald to North Advertising, Chicago. The account has been billing approximately $100,000, largely allocated to newspapers. North is working on plans for an expanded ad program.

McCann Opens New Units in Milan, Geneva

NEW YORK, Jan. 9—McCann-Erickson has opened an Italian office in Milan and is planning to establish a special service company in Geneva. The Swiss office will not function as an agency but will be staffed with specialists who will be available on call to any European office or client.

(*Additional News Flashes on Page 87*)

Hoefer, Harris Agencies Acquire Langendorf Units

Butter-Nut, Holsum Breads Dropped by Compton Last Fall

SAN FRANCISCO, Jan. 8—The $250,000 Butter-Nut bread division account of Langendorf United Bakeries has been switched from Compton Advertising to Hoefer, Dieterich & Brown, and Langendorf's Holsum bread division, which also has been with Compton, has moved to Harris, Harlan & Wood, San Francisco branch of Fletcher D. Richards Inc.

In the series of fast moves with which Langendorf started off the new year, Young & Rubicam was the only agency to remain in the same seat, continuing to handle advertising for Langendorf bread.

At the same time, Stanley Colberson, longtime advertising manager at Langendorf, joined Hoefer, Dieterich & Brown to work on the Butter-Nut account and "other activities," according to John Hoefer.

Mr. Colberson was succeeded at Langendorf by Norman E. Mork, former manager of Compton's San Francisco office, which resigned the Holsum account when the agency's New York office acquired General Baking Co.'s advertising (AA, Oct. 6, '58).

■ Agencies involved in recent years in the Langendorf operation include the old Blow Co., Garfield Advertising and Honig-Cooper, Harrington & Miner. #

75% of Clients Boost Budgets, Ketchum Reports

PITTSBURGH, Jan. 7—Ketchum, MacLeod & Grove today disclosed that budgets for advertising and other agency services for some 75% of its 60 clients have been substantially increased this year.

"Virtually every program approved for 1959 anticipates a progressively broader use of advertising, merchandising and other agency services," said George Ketchum, president. "Two of our clients—one in the industrial and the other in the consumer field—have doubled their budgets for next year. Client plans for 1959 indicate stronger emphasis on localized promotions and field work.

"Point of purchase promotion, one of the areas historically avoided by agencies, is more frequently a factor in the marketing services asked of the agency," Mr. Ketchum said. "As a matter of fact, almost every channel of product information is being used by the agency in behalf of its clients." #

Norge Sales Up 40%

Norge division of Borg-Warner Corp., Chicago, said sale of home appliances for the second half of 1958 rose 40% over the same period of 1957. Norge predicted a sales increase of 37% for the first half of 1959, with the whole of '59 expected to be 14.6% better than '58.

Herbert Willis Adds Two

Herbert Willis & Associates, Minneapolis, has been appointed to handle advertising for Moorehead Machinery & Boiler Co., Minneapolis, and North Central Life Insurance Co., St. Paul.

Gossard Spring Drive Set in Seven Consumer Magazines

CHICAGO, Jan. 8—H. W. Gossard Co. will run a three-part advertising and merchandising program this spring for its foundation garments.

A "Mardi Gras" promotion will include ads in the February issues of *Mademoiselle* and *Seventeen*, and the March issue of *Photoplay*. Promotion kits will include ad mats, counter cards, and retail display material, including balloons and other fun making accessories.

The fashion series, "She must be wearing a Gossard," which features ready-to-wear designs along with Gossard designs, will continue this spring with page ads in February through May issues of *Glamour* and *Vogue*.

■ A campaign for best-selling Gossard merchandise is the third part of the spring drive. *Good Housekeeping* ads February through May will promote Gossard's elastic pantie girdles. A similar schedule for other foundations will run in *McCall's*. A promotion keyed to retail foundation garment departments will feature guaranteed machine washable girdles and the garments' wash and wear qualities.

Edward H. Weiss & Co., Chicago, is the Gossard agency. #

Hotpoint Sees $40 Billion in Appliance Sales

Prediction for Decade Scaled Down from Last Year's 10-Year Forecast

CHICAGO, Jan. 6—American consumers will spend more than $40 billion for kitchen and laundry appliances during the next ten years, according to Hotpoint Co.'s third annual ten-year forecast.

This expenditure—a rate of $10,000,000 a day—will mean a 63% increase in major appliance sales, the company said.

The forecast, like the one a year ago, is a revision downward from the previous year. The company said in its most recent forecast that sales in ten categories for the period 1959-68 would total 170,105,000 units. Last year's ten-year forecast (for 1958-67) for the same ten categories of electric appliances totaled 179,600,000 units.

■ This year Hotpoint did not make forecasts for tv sets or washer-dryer combinations, since the company no longer markets those prod-

(Continued on Page 85)

JOHN PEACE, *chairman of the operations committee of William Esty Co., New York, has been elected 1st vp of the agency. A vp since 1953, Mr. Peace has been with Esty 18 years.*

FESTIVE—*A "Mardi Gras" promotion by H. W. Gossard Co., Chicago, will include this color page in Mademoiselle, Photoplay and Seventeen this spring. Edward H. Weiss & Co., Chicago, is the agency.*

Orchids, Steaks—or Round Trip Discount? . . .

Airlines, CAB Debate Ads vs. Higher Fares

U. S. Urges Promotion as Alternative; Lines Say Fare Boost Needed Too

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 8—Many government agencies have been accused of underestimating the importance of advertising and promotional activity. But in the dispute over airline fares, members of the Civil Aeronautics Board claim the shoe is on the other foot.

Faced with the greatest equipment purchasing programs in the history of their industry, the airlines have been pressing with only limited success for substantial increases in basic fares. On the other hand, CAB has been staging a slow retreat, calling on the airlines to take a look at their own merchandising operations before pressing too hard for fare increases.

Back of this dispute is the fact that airlines are committed to more than $3 billion worth of new jet aircraft and facilities over the next five years. With earnings at relatively low levels, airlines have contended that fares must be increased so that they will be in a position to attract the confidence of investors.

■ When the airlines contend that a 15% increase in fares is needed, members of CAB emphasize that airlines will need about 93,000,000 passengers by 1965, which is nearly twice as many as they had in 1957. In two reluctant steps, CAB has approved fare increases and adjustments amounting to about 10%, but at every opportunity board members warn the airline industry: "The most certain way to get the money you need is to make your product more attractive to the public."

The facts in the case get distorted because the appeal for higher fares comes at a time when the normal growth pattern of air travel has been interrupted by the recession. Where traffic has increased at a rate of about 12% annually in recent years, for the first time in recent history, early 1958 was behind early 1957, and the load factor dipped from a normal 62½% to 59%.

As a measure of what airlines are up against, industry leaders point out that the purchase program for jets and jet equipment represents an investment equal to roughly three times the total book value of the aircraft currently operated by the airlines.

■ This is not the first time in recent years that airlines faced a sales crisis. The industry's product is a passenger seat moving from one destination to another. Its earnings over the years reflect its success in selling that

(Continued on Page 54)

Stockholders Reject Hearst Offer to Buy Nashville Papers

NASHVILLE, Jan. 6—An offer by the Hearst Corp. to buy two daily newspapers here—the *Banner* and the *Tennessean*—was withdrawn last week after stockholders rejected the Hearst bid, reported to have been "in excess of $9,500,000."

According to Harold G. (Hap) Kern, general manager of the Hearst Corp., negotiations for the sale of Nashville's two dailies to the Hearst publishing empire had been under way for almost a year.

Owned by Banner Publishing Co., the *Banner* is an evening daily with a circulation of 97,949. The *Tennessean*, owned by Tennessean Newspapers, publishes a combined morning and evening newspaper with a circulation of 217,327. It also publishes Sundays.

While the two papers are corporately and editorially separate, they operate otherwise under a

(Continued on Page 88)

Forgotten Something? It's Time to Send in Agency Billings Questionnaires

Questionnaires have been mailed to advertising agencies in the U.S. and Canada, requesting 1958 billings information for ADVERTISING AGE's 15th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 430 agencies, including all agencies billing $5,000,000 or more in 1957.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write John Crichton, editor, ADVERTISING AGE, 480 Lexington Ave., New York 17, for a duplicate.

Field Promises No Changes in 'Chicago News'

Two Papers Will Continue Independent Sales Operation

CHICAGO, Jan. 6—"This is the new Chicago—where great things are happening," the slogan for a series of trade ads run by the *Chicago Sun-Times* last year, proved yesterday to have been prophetic.

Field Enterprises, owner of the *Sun-Times*, yesterday bought control of the 83-year-old *Chicago Daily News* from John S. Knight, editor and publisher of the *News*.

Field Enterprises purchased more than 75% of a total of 481,293 shares from Knight Newspapers at $50 a share, for a total selling price of $18,048,450. Marshall Field Jr., editor and publisher of the *Sun-Times*, said the same offer of $50 a share is being made to the minority stockholders. On the basis of $50 a share, the *Daily News* has a total value of $24,064,650.

■ Mr. Field, 42, who becomes the sixth publisher of the *Daily News*, said it will be continued as "a distinct and independent newspaper."

He said there are no plans for changes in personnel, that the executive staff is being asked to continue in charge of the *News* and that, "as presently indicated, we shall go on producing each paper as now."

Mr. Field was elected president of the Chicago Daily News Inc. and also became editor and publisher of the *News*. He will continue as president of Field Enter-

(Continued on Page 88)

Business Paper Volume Off 11.5% in '58, 'IM' Finds

CHICAGO, Jan. 8—Business publications finished off 1958 with their advertising volume trailing —by 11.5% (57,165 pages)—the record levels posted in 1957. Total pages for the month of December dropped 11.9% (4,163) below the same month last year. These figures represent the combined volume of 310 business publications reported monthly in *Industrial Marketing*.

The 1958 decrease of 11.5% was in sharp contrast with the 1957 increase of 2.7% over 1956, *IM* noted.

For the five categories reported, the 1958 total advertising volume decrease from 1957 levels was as follows: Product news, down by 2,001 units (6.6%); trades, down by 6,616 pages (10.2%); class, down by 491 pages (1.1%); export, down by 1,394 pages (9.9%). The industrial group, showing the largest decrease for the year, was down by 46,663 pages (13.6%).

On a monthly comparison, the combined volume for December was down by 4,163 pages (11.9%) from December, 1957. As a group, export publications suffered the greatest percentage loss, showing a December decrease of 20.8% (234 pages). Product news publications were down 11.3% from the volume achieved in December, 1957. The industrial group holds second place for the biggest loss in December. In the aggregate these publications were down by 13.3% (3,302 pages). Trade publications were down by 8.7% (317 pages) and class publications trailed by 1.7% (52 pages). #

A special message for people who plan to buy a '59 car

LOOK MA, NO CAR—*The Dodge division of Chrysler Corp. reported great success with this "common sense" approach ad which ran in December in 1,294 newspapers. Missing is any illustration of an automobile.*

'Upset' Dealers Jumped...

Pull of All-Copy 'Common Sense' Ad Amazes Dodge

DETROIT, Jan. 7—The Dodge division of Chrysler Corp. has experienced great success with a "common sense" advertisement that contained all copy and carried no illustration of a car, the auto maker reports.

The ad, which ran the week of Dec. 7 in 1,294 newspapers in 1,052 markets, was the brainchild of W. D. (Pete) Moore, Dodge advertising and sales promotion director. His idea was to keep the ad informal and address it directly to the people who were interested in buying a 1959 car.

Some Dodge executives argued that no one advertises a car without showing a picture of the car. Others claimed that the ad would upset Dodge dealers. But Mr. Moore stuck to his guns, and the ad, written by Dodge's agency, Grant Advertising, was run.

▪ Dodge was startled by the results. Dealers called long distance and ordered thousands of reprints that they could use for direct mail or billing stuffers.

Other dealers said that they were building their morning sales meetings about the ad and encouraging their salesmen to take the "common sense" approach. Still others used the ad to make their own handbills.

▪ Another surprise was the interest generated in Dodge station wagons. In a small box in the lower left hand corner of the ad was an invitation inviting readers to send for a free book on station wagons. To date, Dodge has received 537 requests for the book.

About 50% of the people clipped the "invitation" and sent it with their card or letter. Many included the name of the newspaper where they saw the ad. About 80% of the respondents were men. Dodge said the response "was more qualified then we have had to any other approach of this type."

▪ The large space ad ran for one week only (Dec. 7-14) but Dodge told AA that it was considering running it again in the near future. "Some of us feel that this ad out-Burnetted Leo Burnett," one Dodge wag remarked. #

Stereo Stars in 4 Fields at Furnishings Mart

On Tape, Record, Radio, TV, Manufacturers Hit Listeners from Both Sides

CHICAGO, Jan. 6—Stereophonic sound, for years the up-and-coming promotional feature of record player manufacturers, has emerged at the home furnishings market here this week as the lusty "hot item" of the whole radio-tv-phonograph-hi-fi industry.

Not only do record player manufacturers believe they have finally breached, at least, the terminology confusion barrier that has stunted public acceptance of stereo, but two manufacturers—Philco and Motorola—are pushing hard for new stereo business: in am radio (Philco) and tv (Motorola).

▪ The radio-tv-phonograph manufacturers, almost all of whom are featuring their stereo equipment prominently at this market, acknowledge that the public has been confused by the volume of inadequately defined terminology of the sonic arts—stereophonic,

(*Continued on Page* 46)

Continental Casualty 'Over 65' Policy to Get Eastern Drive

NEW YORK, Jan. 7—Continental Casualty Co., Chicago, will begin offering its hospital insurance plan for people 65 and older Jan. 15 in seven eastern states.

Advertising will include use of 77 newspapers in 41 cities and spot announcements on 50 radio-tv stations. The campaign will end Feb. 2.

Continental, first company to offer the "65-Plus" hospital insurance, tested the plan last year in Iowa (AA, May 5, '58) and has since introduced it in Illinois, Indiana, Wisconsin and California, using similar ad drives.

▪ The company said the eastern campaign will bring its ad expenditure for the plan thus far to about $1,000,000.

The health insurance plan is sold on a group basis, with the offer being made for a limited time in each area. The seven eastern states involved are New York, New Jersey, Connecticut, Pennsylvania, Delaware, Maryland and Ohio, plus the District of Columbia. An estimated 5,660,000 people 65 or over will be eligible for the insurance in that area.

▪ Maurice R. Greenberg, Continental's assistant vp in charge of advertising, said the bulk of the new advertising will be concentrated in 11 major markets. He said the ad budget is allocated 64% to newspapers, 22% to tv and 14% to radio. The radio and tv spots will urge readership of the newspaper ads, which explain the policy and carry coupons.

Typical ad schedules in major markets, Mr. Greenberg said, include three full-page, three 540-line and three 140-line ads in newspapers and 50 eight-second and 25 one-minute spots on radio and tv.

Roland Laughlin, account executive for Continental at George H. Hartman Co., Chicago, said research and depth interviews conducted in the East helped formulate the ad campaign. Follow-up research in Illinois and Indiana also was used, he added. #

COMPARISON—*This color page in the Jan. 24 issue kicks off a strong campaign in The Saturday Evening Post for Bristol-Myers' Ipana Plus. Doherty, Clifford, Steers & Shenfield, New York, is the agency.*

Direct Mail PR Unit Set; Ruder & Finn Is Named

Organization Meeting to Be Held in 'Next Few Weeks' to Iron Out Plans

NEW YORK, Jan. 7—A new public relations program for the direct mail industry has been launched here with the formal incorporation Dec. 31 of the Business Mail Foundation.

The incorporators include Henry Hoke Sr., editor and publisher of the *Reporter of Direct Mail Advertising*, New York; John Tillotson, president of Modern Handicraft, Kansas City; A. M. Anderson, president of Reuben H. Donnelley Corp., Chicago; Leonard Raymond, president of Dickie-Raymond Co., Boston; George Bryant, president of George Bryant & Staff, Englewood, N. J.; Robert Stone, vp, National Research Bureau, Chicago, and Edward Mayer, vp, McCann-Erickson, New York.

Ruder & Finn, which drew up a public relations program for the industry, has been retained to put its program into effect. Its fee reportedly will be about $75,000.

So far funds for the project have been donated by about 35 direct mail companies, and the sum raised thus far is reported to be about $35,000. No decision has

(*Continued on Page* 85)

Auto Ad Critic 'Can't Do What He Sounds Like He Can Do,' Says Adams

Agency Head Says Critics Covet Car Accounts; Calls 'Over-Seriousness' Proper

DES MOINES, Jan. 6—Charles F. Adams, exec vp of MacManus, John & Adams, went to bat today for automotive advertising and used his shillalah to cudgel Leo Burnett, Clyde Bedell and Adlai Stevenson, among others.

Speaking before the Advertising Club of Des Moines, Mr. Adams, whose agency handles Pontiac and Cadillac, denounced the critics of Detroit.

He singled out for disparagement "a hard core of advertising buffs who appear to have selected automobile advertising as their specialty and whose destructive motives may be a lot less innocent."

Mr. Adams alleged that these "buffs" have three things in common:

- "They are in advertising itself, or its fringes.
- "They do not have an automobile account.
- "They would be delighted to have one."

Then, without naming Leo Burnett Co., which became a Chrysler agency last year, Mr. Adams added:

"Parenthetically, when some automobile business does come the critic's way, he usually *'can't do what he sounds like he can do,'* to paraphrase a current automotive slogan produced by a former member of the Critic's Circle and which is now under fire by the brothers still out in the financial cold."

(The slogan Mr. Adams is obviously referring to is Leo Burnett Co.'s Chrysler copy: "Cars that can do what they look like they can do.")

▪ Mr. Adams went on to note that Cadillac advertising "has been rel-

(*Continued on Page* 42)

Westclox to Stress TV in Hiking Watch Advertising in '59

LA SALLE, ILL., Jan. 6—Westclox division of General Time Corp. plans to expand production, distribution and advertising of its timepieces in 1959.

Westclox reported this week that it "will decidedly increase national advertising for its wrist watch lines, with television playing a leading role."

The company said its advertising and promotional expenses for watches and clocks in 1958 "totaled well over $2,000,000, highest figure in the company's history."

H. T. Millikin, marketing manager, announced that Westclox will follow up its 1958 gains with many new men's models and with new units for the women's fashion market.

▪ Mr. Millikin noted that popular-price wrist watches have expanded into new retail outlets such as drug stores, tobacco shops and stationery stores. He said that industry sales of U.S.-made watches in the medium and lower-price brackets registered "major gains" in 1958, cutting noticeably into the market for more expensive foreign-made watches.

Batten, Barton, Durstine & Osborn, Chicago, handles the Westclox account. BBDO, New York, handles one of the "more expensive, foreign-made watches"—Omega. #

Hertz Corp. to Invest $5,000,000 in Ads in 1959

Company Sees Its Budget Hitting Level of $8,250,000 by '62

CHICAGO, Jan. 6—Hertz Corp. has budgeted a record $5,000,000 for advertising this year.

Joseph J. Stedem, exec vp of Hertz, said the company's national ad and promotion program this year represents a new alltime high in the car and truck rental and leasing industry.

He predicted that by 1962, Hertz will be investing $8,250,000 for national advertising. The company had a budget last year of $4,250,000.

▪ Hertz plans a 52-week tv spot saturation campaign in 11 key markets throughout the U.S. These markets account for 64% of all Hertz rent-a-car business and 59% of all Hertz reservations made in other cities.

The company also will run schedules in 12 consumer magazines, business publications and major metropolitan newspapers, and will construct outdoor spectaculars in Chicago, Los Angeles, San Francisco and Miami, at an annual cost of $75,000 each. In addition to national advertising, Hertz dealers will invest about $5,000,000 in local advertising.

The $5,000,000 will be divided among Hertz's four agencies as follows: Campbell-Ewald, which has rent-a-car advertising, $4,125,000; Needham, Louis & Brorby, car and truck leasing services, $500,000; MacLaren Advertising Ltd., Canadian rent-a-car advertising, $225,000, and Foote, Cone & Belding, Hertz Rent A Plane System, $150,000. #

Rogers Joins Sales Staff

Richard H. Rogers has been appointed to the Cleveland sales staff of *Concrete/Rock Products*. He was formerly a member of the sales staff of the Cleveland corrugated box division of St. Regis Container Co.

From one of the World's Largest Insurance Companies...

A New Plan That Pays Hospital-Surgical Bills for Anyone 65 or Over!

6 plus Hospital-Surgical Plan

EASTERN DRIVE—*This ad will break in newspapers in seven eastern states and the District of Columbia after Jan. 15, offering hospital insurance for persons 65 and older from Continental Casualty Co., Chicago. George H. Hartman Co., Chicago, is the agency.*

Chatfield Moves from Esty to B&B

NEW YORK, Jan. 8—George Chatfield, a top executive at William Esty Co., has resigned to join Benton & Bowles.

One of Esty's two exec vps, Mr. Chatfield will be a senior vp and management account supervisor at Benton & Bowles. He will also be a member of the board of directors—as he was at Esty.

George Chatfield

Mr. Chatfield is long on soap experience and is now returning to a Procter & Gamble agency. He was a vp at Compton Advertising before joining Esty in 1952, and he was previously with Lever Bros. for 19 years.

Esty has not had any soap business since it resigned Colgate-Palmolive in 1956. Mr. Chatfield headed up the agency's team on this account. He has since worked on new business and headed the account group on Sun Oil. #

D'Arcy Boosts 2 in Outdoor Department, 2 Copywriters

D'Arcy Advertising Co., St. Louis, has appointed Joseph T. Donovan manager of its outdoor department advertising operations. Mr. Donovan, formerly assistant manager of the outdoor department, succeeds Charles A. Horn, vp and outdoor manager, who has resigned. Robert E. Flood, a member of the outdoor staff, has been named Mr. Donovan's assistant. Mr. Horn joined the D'Arcy media department 36 years ago and had been a member of the outdoor staff since its inception in 1924. After an extended vacation, Mr. Horn plans to devote more time to the Kansas City Suburban Advertising Co., a poster plant of which he is president and treasurer.

In D'Arcy's New York office, Alice Hausman and Jack O'Connell, copywriters, have been named copy supervisors.

Tidewater Oil Names Leener

Jack J. Leener has been named advertising manager of Tidewater Oil Co., Los Angeles, succeeding Fred Wellmerling, who resigned in November to join the San Francisco office of Young & Rubicam as a merchandising executive. Before joining Tidewater, Mr. Leener had been with Edward S. Kellogg Co. and Stromberger, LaVene, McKenzie, Los Angeles agencies.

Hamelin Joins Gulton

James G. Hamelin, formerly with the public relations department of G. M. Basford Co., has been named advertising and public relations manager of Gulton Industries, Metuchen, N. J., which operates 11 divisions developing and manufacturing electronic, electrical, ultrasonic, ceramic and related equipment.

Highlights of This Week's Issue

Fletcher D. Richards Inc. and Calkins & Holden merge to form $30,000,000 agency ..... Page 1

Probe of electric companies ads is delayed by Federal Power Commission's hearing examiner when he rules he cannot consider "reasonableness" of ads in inquiry; electric companies lawyers are given time to draw up protest to ruling ..... Page 1

Federal Liquors Ltd. pushes ahead in effort to set up radio schedule for commercials for Nuyens vodka and cordials ..... Page 1

Marshall Field Jr. promises there will be no changes in the Chicago Daily News as he becomes the sixth publisher of the 83-year-old newspaper, which Field Enterprises has purchased control of from John S. Knight for $18,048,450 ..... Page 2

Airlines seek fare boost, but the Civil Aeronautics Board thinks they should take a look at their own merchandising operations before pressing too hard for fare increases ..... Page 2

Ketchum, MacLeod & Grove reveals that 75% of its 60 clients have substantially increased their budgets for advertising and other agency services this year ..... Page 2

Dodge reports it experienced great success with a common sense advertisement that contained all copy and carried no illustration of a car ..... Page 3

Auto critics get verbal drubbing from Charles F. Adams, exec vp of MacManus, John & Adams, who lays his cudgel to Leo Burnett, Clyde Bedell and Adlai Stevenson, among others ..... Page 3

Hertz Corp. plans a record $5,000,000 advertising drive for 1959, expects to be investing $8,250,000 for national advertising by 1962 ..... Page 3

New bills being introduced by new Congress offer a gauge of the mood the solons will be in for the next year ..... Page 6

The Western Pine Assn. will use four-color advertising in its consumer magazine promotion this year ..... Page 16

"Statistical Guide for New York City" offers statistics both staggering and startling on the mighty Baghdad-on-the-Subway ..... Page 26

Melrose Distillers launched ad program in metropolitan New York boosting new lower proof of its Melrose Rare whisky and its lower price ..... Page 27

Sales Executives Club of New York polls its members, finds 60% of respondents reported that 1958 sales were higher than in 1957 ..... Page 30

Reader's Digest ceased being adless when revenues dropped after 33 adless years, James Playsted Wood's new book on the magazine, "Of Lasting Interest," reveals ..... Page 32

Salesmen can be a big help to the editorial department, editors agree, but they don't agree on how ..... Page 33

Beware of gimmicks and gismos, make your copy sell, Charles W. Curran advises in new book, "Screen Writing and Production Techniques" ..... Page 36

Newspapers were still the most effective means of communication during 1958, Sindlinger & Co. says year-long study reveals ..... Page 57

The McGuire sisters pick up an extra $150,000-plus by singing commercials for Coca-Cola only, during 1959 ..... Page 58

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Reach America's biggest families

The FIRST of the big spenders!

Whatever you sell that consumers buy, this much is certain: You're bound to sell *more* when you sell to families with *more* children.

Such families are the *first* of the big spenders. They buy more of every household product—from foods to film for movie cameras! And leading national advertisers know they are talking to the *biggest* families when they reach the audience of Catholics who read Our Sunday Visitor and The Register so attentively.

Be sure you're talking directly to this free-spending audience. Put your sales message in the medium that's sure to reach and influence those bigger Catholic families—the OUR SUNDAY VISITOR-REGISTER UNIT. Ask us for *all* the surprising facts about our responsive readers!

HIGHLIGHTS

From a recent blind survey made by Statistical Tabulating Co. among Our Sunday Visitor-Register readers:

Average no. persons per household	4.69
Average no. children per household	2.45
Median income	$5,820
Percent owning homes	78.8%

THE BIG BUY!

June 30, 1958 A.B.C. Publishers' Statements show that the Our Sunday Visitor-Register Unit has a circulation of 1,662,522. An actual BONUS of 27.9% over the Unit's guarantee of 1,300,000—a gain of 5.9% over June 30, 1957. Cost per page per thousand delivered paid circulation is only $2.53.

OUR SUNDAY VISITOR – REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St./CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/Lexington 2-8188

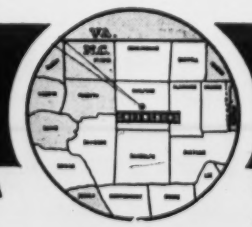
"This is the size we use in the Growing Greensboro Market!"

Take a look at the figures and you'll know that the only thing going to the dogs in the growing Greensboro market is dog food. There are more than 1,000,000 people within a 50 mile radius of Greensboro. It's one of the top distributing centers in the South, and the center of the greatest manufacturing area in the South. Greensboro Metropolitan Market is 15th in total retail sales, 20th in total income, 23rd in number of families, in the South. Sales come easier when you use the Greensboro News and Record consistently. Over 100,000 circulation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



• GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

shelf faces in 1959...

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

This Week in Washington . . .

New Bills Gauge New Congress' Mood

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 8—Since you won't be able to judge the new Congress by its deeds in the next few days, one way to get a clue to its temperament will be to watch the list of new bills that are introduced.

With so many new members to be "indoctrinated" and assigned to committee, this Congress is likely to be unusually slow in getting down to business. Meanwhile members are displaying their individuality with an avalanche of legislative ideas which pour down on "bill clerks."

Most of these bills, of course, will never see the light of day. But in the past the initial wave of bills has often indicated the kind of problems members expect to handle.

In the past, the first day's crop included clusters of bills on such sensitive subjects as tax reform, social security and minimum wage legislation.

In terms of volume, the more than 2,000 bills registered on opening day this year measured up to standards of the past. But they were almost entirely "old chestnuts," reintroduced after failing in the old Congress, and the list was notable for its sheer diffusion. If the new Congress has new ideas, its members are biding their time.

U.S. Fair Trade Bill

Rep. Oren Harris (D., Ark.) was on deck on the opening day with legislation giving manufacturers an ironclad right to fix a fair trade price on their products. He is chairman of the committee on interstate commerce, which handles this kind of legislation, and there are indications that he means business this year.

In the past, fair trade has been a "states' rights" arrangement, with an anti-trust exemption authorizing price maintenance arrangements in areas where they were legal under state law. These state laws have been declared unconstitutional in one state after another, and now Congressman Harris says federal law is needed "to protect small business from unrestrained cut-throat competition."

Congressmen Grow Wary

Is it too late for a federal fair trade law? A few years ago congressmen were quick to get into line when fair trade forces put on the pressure. Now, however, the congressman is likely to find himself pulled in opposite directions.

Throughout the country, mass merchandisers have built big businesses based on competitive pricing of appliances and other brand name products. This has hurt "small business," but it has been a picnic for consumers.

Needless to say, every congressman wants to do what he can for "small business." But how many will answer "aye" on a roll-call which will put appliance margins back up where they were half a dozen years ago?

Limitations on Lobbyist

There are signs that more business men are feeling misgivings about power drives for special legislation for their benefit.

Take, for example, the recent decision of the National Automobile Dealers Assn. to fire Adm. Frederick Bell, hard-hitting association executive officer for the past five years.

His stock in trade has been legislation—first legislation giving auto dealers a "day in court" if manufacturers canceled their franchises. More recently, he has battled for "territorial security," a cause which involves special legislation exempting auto franchises from the anti-trust laws.

Another of his projects has been a drive to repeal the 10% excise tax on cars—a highly unlikely possibility at a time when the government is grubbing for money.

No statement was made to explain NADA's disenchantment with Mr. Bell. In the past, however, some officers made it clear that they were not happy about a program which encouraged members of Congress to become interested in the intramural bickering between auto dealers and manufacturers.

FCC Wary on Option Time

A majority of the Federal Communications Commission thinks tv networks need option time to survive. But the commission's option time decision marked time because the commissioners have been looking for a way to say this which would stand up under the heat applied by the anti-trust division of the Department of Justice.

Soon after FCC Chairman John Doerfer returned from an international conference in Europe, FCC got down to work this winter on its option time decision. Word soon circulated that some commissioners sensed an "anti-network" bias in the documents drafted by the FCC staff. By a 5-2 vote, the commission reportedly instructed the staff to come up with a new report which would hold that option time is necessary for the welfare of the broadcast industry.

A strong pro-option time finding by FCC could put Justice Department's tv investigations in an untenable position so far as future anti-trust litigation is concerned, and the commissioners have had difficulty picking their words.

Capital (ist) Shopping Tour

Deputy Soviet Premier Anastas I. Mikoyan stopped off at one of the Washington area's newest and best-stocked supermarkets the other day, marched up and down the aisles past the mountains of foods, soft goods, housewares and appliances, and eventually checked out $9.29 worth of groceries, including concentrated lemon and lime juice and two avocados. One of his colleagues paid the bill with a $20 note, and the deputy Soviet prime minister pocketed the savings stamps.

"We don't have stores like this in Russia," he told news men. "But we have plenty of food stores like you used to have before the war."

Gas Octanes Zoom: U.S.

The bureau of mines assures the U.S. motorist that he really is getting more power for his gasoline dollar. In its annual review of gasoline octane ratings, the bureau found regular-price grades averaged a 90.2 rating, up 0.4 from the summer of 1957.

Today's premium gas got a 98.4 rating, up 0.8, and super grade averaged 101.4, up 0.5.

A decade ago regular gas had an average octane rating of only 80.1. In fact, today's regular really is better than yesterday's premium, for the records show premium gas in 1948 averaged only 86.1. #

'Playboy' Names Sales Rep

Southeast Advertising Sales, Miami, magazine publishers' representative, has been appointed advertising representative for *Playboy* in the southeastern states. Roy McCune has been named *Playboy* account executive. Prior to joining Southeast, Mr. McCune was associated with Rolfe Associates and Ray Rickles & Co., both of Miami.

IEN Read for one purpose only...

PRODUCT INFORMATION

What better place . . .
What better timing . . . for your
PRODUCT ADVERTISING
in today's changing markets?

Your markets never stand still. New and improved products and methods; consolidations, diversification and decentralization keep your markets changing constantly.

As never before you need one all-inclusive medium to reach all markets, and to reach them at minimum cost and with optimum effect.

Because every month 70,000-plus product selectors look in IEN for better products, you, as an IEN advertiser, will not need to look for buyers with giant ads, color, or costly display.

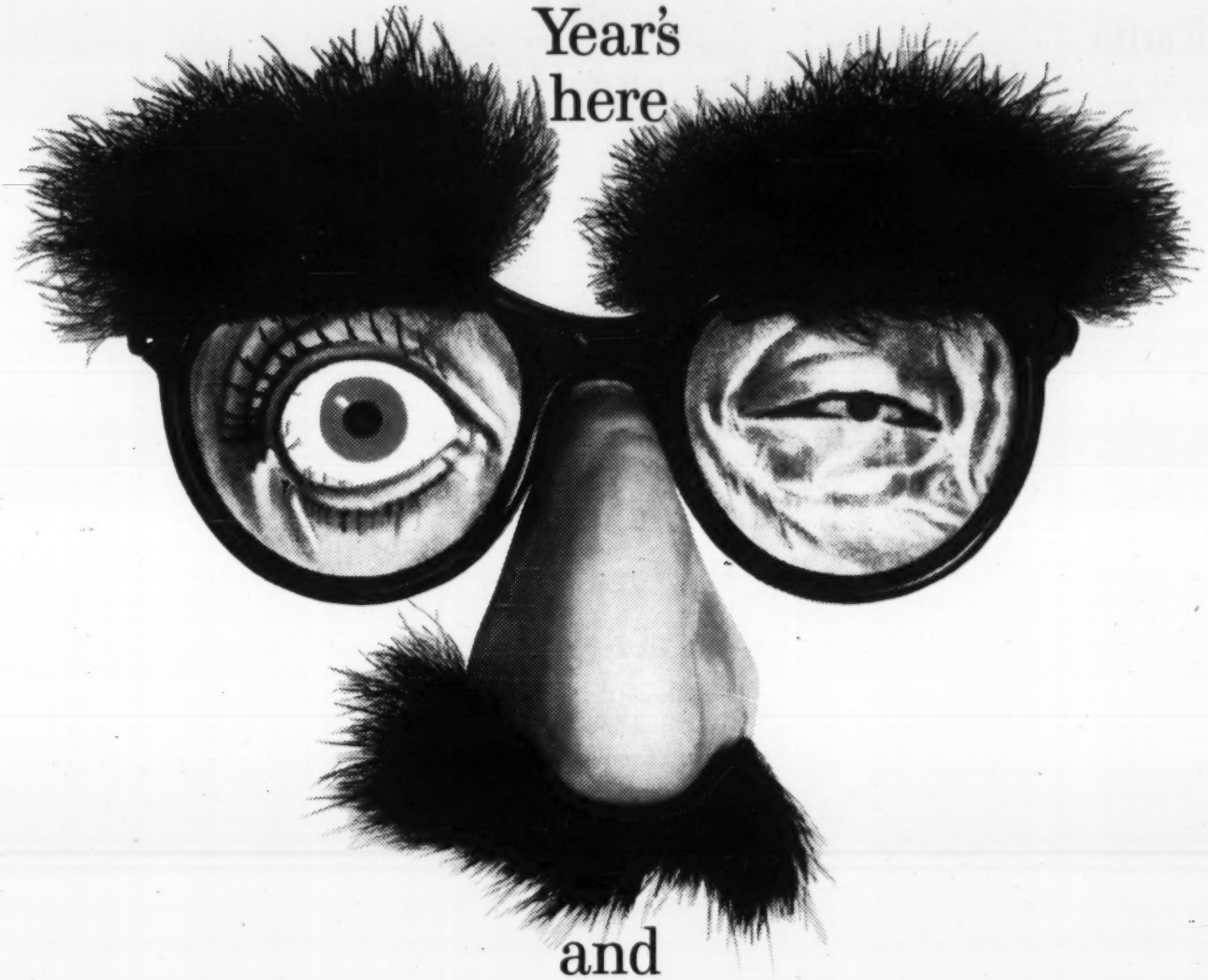
When a ready-to-buy audience is listening, you don't have to shout.

Among IEN's 70,000-plus product selectors are many who are searching — RIGHT NOW — for equipment, parts and materials to manufacture the NEW PRODUCTS now on the way.

DETAILS? Send for NEW Media Data File and "Your Markets Are Changing" booklet.

Industrial Equipment News
Thomas Publishing Company
461 Eighth Avenue, New York 1, N. Y.
BPA . . . ABP
Affiliated with Thomas Register

The
New
Year's
here



and
we're
seeing

DOUBLE

On top of the biggest fourth quarter in Post annals (and we've got a lot of annals) comes our Jan. 3 issue with double the pages and revenue of the comparable 1958 issue! Seems the word's getting around... and that word is Post-Ad Page Exposure!

In a sentence, Ad Page Exposure means: 29 million times each issue, someone turns to your page in the Post!

A CURTIS MAGAZINE

The Saturday Evening
POST
Sell the POST INFLUENTIALS
-they tell the others

'Price Packing' in Appliance Ads Lashed by Martin

CHICAGO, Jan. 8—Home furnishings retailers—and retailers in the major appliance fields particularly—are as guilty of "price packing" and other deceptive advertising as the auto industry has been. And they are inviting the same kind of federal legislation on posting prices that has been imposed on autos if home furnishings manufacturers don't insist on an upgrading of pricing and ad ethics.

This warning was sounded here today by C. Virgil Martin, president of Carson, Pirie, Scott & Co., Chicago department store, at a press conference during the International Home Furnishings Market being held here this week and next.

■ The threat of required price listing, plus the Federal Trade Commission's new "Guide Against Deceptive Pricing" issued last Oct. 2, Mr. Martin said, means that home furnishings merchandising policies must be reexamined for 1959 selling.

Asserting that 1959 retail sales results will depend as never before on salesmanship, Mr. Martin said that manufacturers with big ad budgets are partially responsible for de-emphasis of the importance of sales skill in recent years.

"They assure themselves, and me," he said, "that their vast ad budgets and the skill of their copywriting friends 'pre-sell,' and thus all we have to do is wait upon the customer. This," he charged, "is one of the great illusions which has lulled us all to sleep about the necessity of tight and disciplined training right on the sales firing line."

■ The home furnishings market itself, being staged at the American Furniture Mart and the Merchandise Mart here, is being attended by a near record number of buyers (second only to 1952, according to Merchandise Mart spokesmen).

Buying activity is heavy, but there is little buying in depth. The effect is still an increase of about 18% in buying compared with a year ago, according to Roscoe R. Rau, exec vp of the National Retail Furniture Assn. The furniture business was about 4% down in 1958, he said, but buyers at last June's market (AA, June 23) bought too sparsely in some lines, particularly in case goods, and were caught with low inventories by the heavier consumer buying toward the end of the year. #

WILLIAM B. CARR, *formerly vp and ad director of McCall's, has joined N. W. Ayer & Son, Chicago, with responsibilities for the agency's midwestern business. Mr. Carr from 1934 to 1943 was western manager of Time in Chicago. He joined McCall's in 1950 after 17 years with Time.*

U.S. Fines Lorillard $40,000 for Contempt of Rule on Claims

CHARLOTTE, Jan. 7—The U.S. Court of Appeals today put a $40,000 surtax on the cost of a P. Lorillard advertising campaign which suggested that Old Golds contain less nicotine, tars or resins than other leading brands.

The contempt-of-court fine imposed today puts fresh meaning into Federal Trade Commission's cease and desist order, now nearly nine years old, which warns Lorillard that it must not make comparative claims for its products unless the commission gives advance approval.

Technically, Lorillard was fined for contempt of court. Actually, however, the court's decision to act was based on information supplied by FTC indicating that Lorillard's ads were out of step.

■ In testimony before a House investigating committee headed by Rep. John Blatnik (D., Minn.), FTC Chairman John Gwynne testified last summer that the advertising code had effectively eliminated objectionable claims for cigarets until Lorillard set off "a tar derby" in September, 1957, with a new ad series claiming that Old Golds were less irritating than other brands.

Under an earlier ruling of the court, the FTC cease and desist order against Old Gold has been toned down to eliminate a ban on all comparative claims for Old Golds. As it finally became effective the order provided that Lorillard could make comparative claims if it first convinced FTC that it had supporting evidence.

■ In a statement on the contempt action, Lorillard said that the proceedings arose from an old 1950 order involving "the previous Old Gold cigarets, which the company no longer makes." The advertisement in question now, it says, is about a new cigaret, Old Gold Straights, which took the place of the old Old Gold cigarets in December, 1957, and that the ad is consequently true in regard to tar and nicotine content, which has been tested by "outside independent laboratories." #

Schenley Launches Two Vermouths with the Dubonnet Label

NEW YORK, Jan. 8—Two new wine products—a sweet and a dry vermouth—bearing the Dubonnet label are now being introduced in this country by Schenley Import Co. The new vermouths are being offered in 30-oz. bottles (five ounces larger than customary) and retail here at $1.99.

Theodore Commi, president of Schenley Import Co., in announcing the new products, said that they will be backed by an intensive advertising campaign. Daily newspapers in seven markets, seven magazines (*Bride & Home, Cue, Gourmet, House Beautiful, Promenade, The New Yorker* and *Town & Country*), plus radio spots in key markets will be used. Copy will emphasize that Dubonnet makes two distinct products, and artwork will feature reproductions of original paintings by the French artist Jean Gabriel Domergue.

Schenley Import Co. has also switched some of its advertising from Peck & Doner to Kleppner Advertising Co. The latter agency is handling the new vermouth campaign and will also handle Dubonnet and other import brands, except Rum Carioca and Marie Brizard cordials, which will continue to be handled by Peck & Doner. #

FOR FRIENDSHIP—*This color spread, for Standard Oil Co. (New Jersey), will appear in Esso's 18-state marketing area, boosting "international friendship" via whimsical copy and scenic art work. The first in an institutional series, the ad breaks in the Jan. 19 issue of Time and is scheduled for later issues of Atlantic, Harper's and The New Yorker. Ogilvy, Benson & Mather is handling the magazine campaign.*

Cuba Ad World Holds Breath in Wake of Revolt

Two Threats: Castro's Anti-Gambling Stand, Agency Employes Union

NEW YORK, Jan. 9—The overthrow of Fulgencio Batista has left the Cuban advertising situation in an uncertain state, according to informed sources here.

Companies with Cuban interests are holding their breath.

McCann-Erickson, which has a big office in Havana, reported that everyone was at work—as usual.

Arthur Grimes, general manager of McCann's international company, said it was too early yet to tell what the effects of the revolution will be, but he added, "We are still very bullish on Cuba."

Up to today, J. Walter Thompson Co. had not heard from its associate agency in Havana.

■ A report cabled to ADVERTISING AGE earlier in the week indicated that there was some unrest already in advertising circles. Following the downfall of the government, a report said, a group of advertising agency employes formed a special committee to organize Cuban agency personnel into a union.

Cuba has had one of the most vigorous advertising industries in Latin America, with annual volume estimated at $40,000,000. There are some 300,000 television homes in the country. It is the U.S.'s third best customer in Latin America.

Tourism has been an important source of dollar income for Cuba, but traffic from the U.S. has slowed to a trickle during the past two years, as a result of the revolt led by Fidel Castro. One of the tourist lures has been wide-open gambling, which Mr. Castro has pledged to abolish.

Last May Cuban hotels, airlines, night clubs and other interests catering to tourists organized a committee to carry on a comprehensive advertising and public relations campaign in the U. S. (AA, May 19). The group set up a budget of $2,500,000 to be spent in 1958 and 1959, but this program never got off the ground.

Cubana Airlines, a private company, has carried on a limited advertising program here via Harry Graff Inc. Al Kaplan, vp of the Graff agency, said he now expects the tourist traffic to pick up. He maintained that it has even held up well during the fighting. #

'Saturday Review' Names Romney '58's Business Man of Year

NEW YORK, Jan. 9—George Romney, president and board chairman of American Motors, has been awarded the 1958 citation as "business man of the year" by the *Saturday Review* and a blue ribbon panel of business leaders, publishers, editors and ad execs.

Mr. Romney's citation, for his "bold championship of a new approach to the automotive market and his service to the community," appears in the annual business issue of *Saturday Review*, out next week.

In an editorial citing Mr. Romney as a "missionary from Detroit," the magazine said: "Not since Henry Ford's original Model T transformed the American scene has any new personality or new concept of the nature and purpose of the automobile so embroiled the industrial giants of Detroit."

■ *Saturday Review*, "convinced that the expanding responsibilities of business in our modern society demand forward-looking executives sensitive to changing needs and concerned with the public interest as an inseparable part of their private corporate interest, has established an annual citation of 'business man of the year,' which is awarded to Mr. Romney, who brought his corporation from the brink of oblivion in 1954 to a net profit of $26,000,000 last year, while crusading for the 'compact' car against what he called the Big Three's 'gas guzzling dinosaurs'." #

Burdick & Becker Adds Sandoz Account and Bristol's Tetrex

NEW YORK, Jan. 8—It was a good week for Burdick & Becker, New York agency specializing in ethical drug advertising.

Bristol Laboratories, ethical drug division of Bristol-Myers, appointed the agency to handle advertising for its Tetrex line. Tetrex is Bristol's broad-spectrum antibiotic and has been heavily promoted in the past.

Burdick & Becker also announced this week its acquisition of the Sandoz Pharmaceuticals account. Hoffman Advertising formerly handled Sandoz.

Bristol's Tetrex account previously was split between Noyes & Sproul and Paul Klemtner & Co. Noyes & Sproul continues to handle other Bristol products, notably another antibiotic, Kantrex. #

C&W's Feniger Hits 'Fortune' Article on TV

PHILADELPHIA, Jan. 8—An agency executive today called *Fortune's* article on tv a "diatribe," and "based not on fact but on fancy, which does not grow from logic but from emotion and which tells not the whole truth but half-truths. . ."

What's more, Jerome Feniger, vp of Cunningham & Walsh, went on to point out a similar instance in *Life's* report of tv in its entertainment issue and to note that Time Inc.'s tv stations are all network affiliates and none are being programmed along the lines suggested by the *Fortune* article.

Mr. Feniger, speaking to the Television-Radio Advertisers Club here, complained of "criticism which is emotional, irrational and self-serving to the person or group who criticizes without being beneficial to those being criticized."

■ Specific criticisms of the *Fortune* article:

1. Its mention of network profits being off from $85,000,000 to $71,000,000 but failing to point out the network investment in programs, facilities, video tape, color tv and plant improvements.

2. Its comparison of network tv profits with those of the 500 largest industrial corporations—"It seems to me a more honest comparison would be to compare network tv profits with those of like communications media. For example, Time Inc. showed a decline of over $17,000,000 in the first ten months of 1958 in terms of space revenue. Profit figures are not available for Time Inc. But it seems logical that communications media generally suffered declines of income and profit during the recent business recession."

[Mr. Feniger apparently means Time Inc. magazines. The stock of Time Inc. is publicly traded and its profits are a matter of record.]

■ 3. Its statement that the tv audience is approaching the saturation point without stating that 43,000,000 U.S. homes have been equipped with tv sets in ten years. Mr. Feniger says an estimated $1,250,000,000 was spent for tv receivers in 1958.

4. "In a completely subjective evaluation," the article indicated tv viewers were becoming choosier about watching shows. Nielsen figures show time spent viewing tv in an average home grew from four hours and five minutes a day in 1955 to five hours and nine minutes a day for 1957. Also, the total viewing audience in the first ten months of 1958 increased 9% from the first ten months of 1957.

■ 5. He conceded the *Fortune* point that advertisers have had difficulties in tv, but boggled at its selection of Hazel Bishop, which suffered from unwise investments in tv in 1955. "What the article leaves unsaid is that during this very same year Revlon, through judicious tv investments, grew so rapidly it is now one of the leading companies in its field. It seems it was more convenient for *Fortune* to cite Hazel Bishop rather than Revlon in order to prove its point. . ."

6. Its statement that major tv networks are caught in a cost-price squeeze, with costs going up while prices remain stable—"the fact of the matter is that during the first nine months of 1958 CBS indicated a 9.2% increase in revenues over the same period of 1957 with a 20% increase in profits."

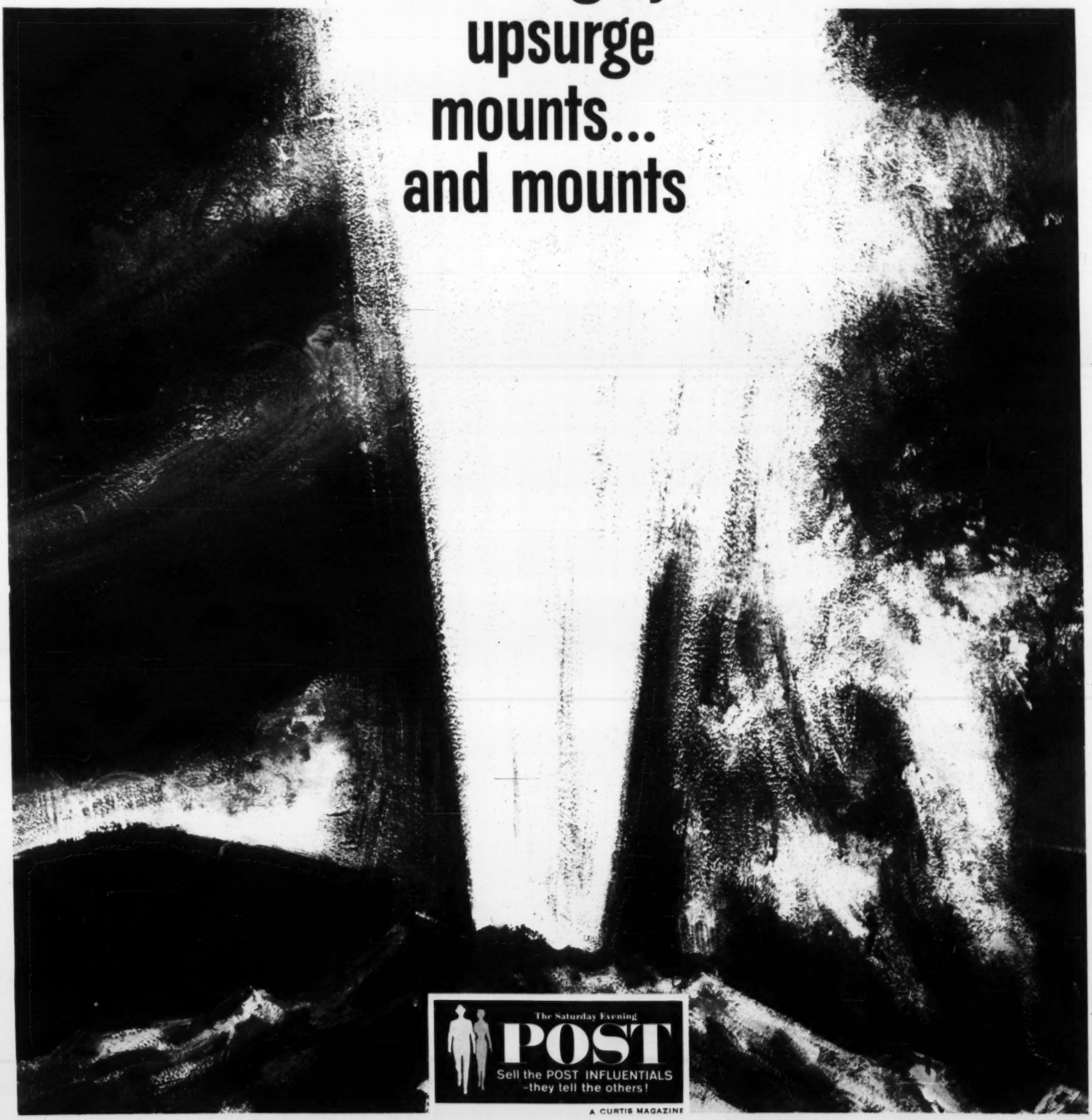
You could sense the beginnings of the surge months ago. Now the early rumblings have grown to a thundering roar.

And the mighty upsurge of The Saturday Evening Post towers there – for all to see:

- Soaring circulation took the November 15 and 22 issues of the Post to over 5,900,000 copies!
- On newsstands – the acid test of reader demand – the Post now sells as many copies as the other two major weeklies combined! Outsells them in newsstand sales by nearly 2 to 1 in food and drug stores. Outsells them, too, on the nation's college campuses.
- The Post's solid increase in share of market grew and grew as the year wore on. A huge spurt in revenue set a new fourth-quarter record – an all-time high of $25,900,000! October itself had a 24% revenue gain over the same month last year!
- New advertisers streamed in – a remarkable 279 in all – to take advantage of more than 29 million exposures to Post-Influentials for every ad page they run!

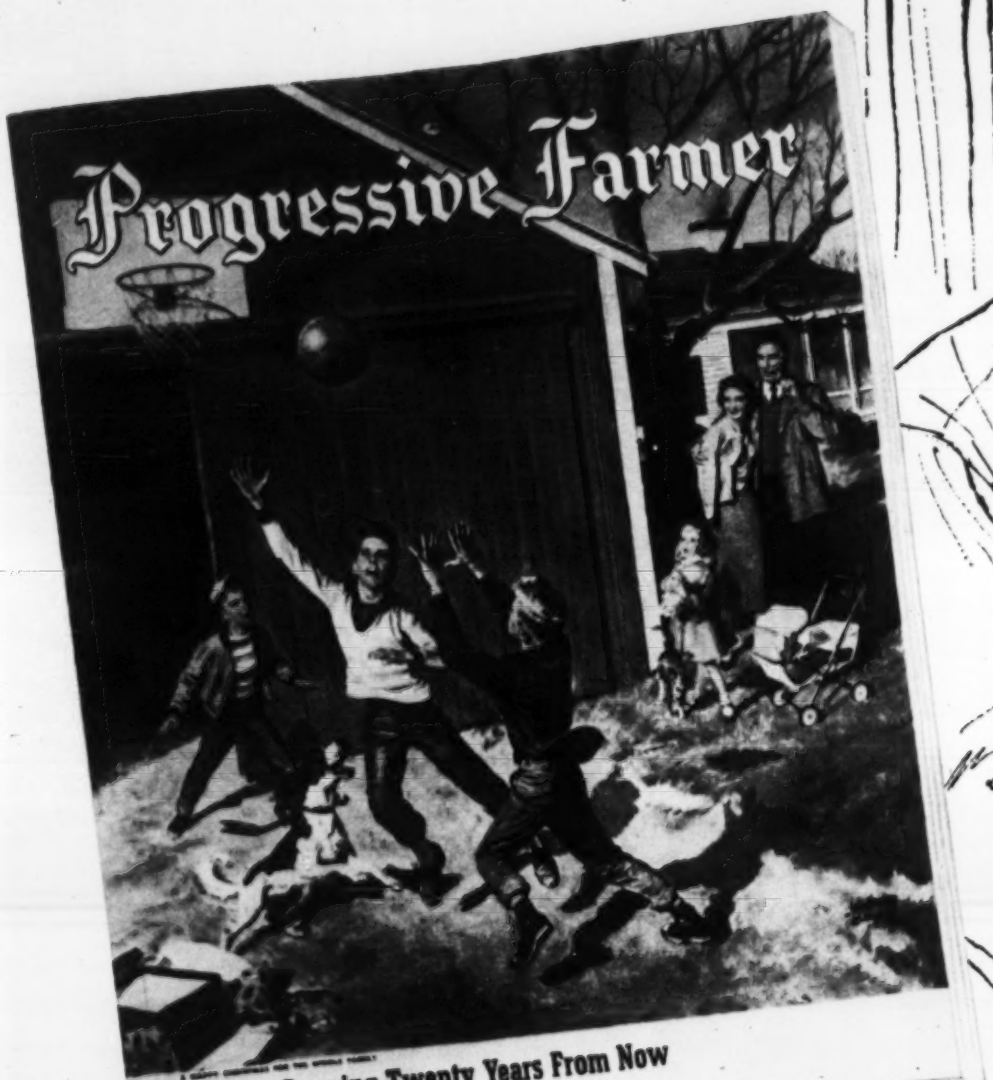
These are the cold facts and the bare figures . . . but read between the lines. Read and discover for yourself the pulsing vitality that makes an advertising medium great.

The mighty upsurge mounts... and mounts



Proved! More than 29 million reader exposures for your Post ad page

SELLS FOR YOU BECAUSE



The Service Magazine of

ONE WORD explains the overwhelming preference for The Progressive Farmer in the *rural* South. That word is *SERVICE*. The Progressive Farmer has built its vast, loyal readership and advertising influence by giving Southern farm families what they want and need in a magazine. Here's how:

THE PROGRESSIVE FARMER is edited and published in FIVE REGIONAL EDITIONS for the five distinct agricultural divisions of the South. Editorial content of each edition includes articles of South-wide interest *plus* extensive coverage of local needs and problems. Readers get all the beauty, power and prestige of a big magazine along with the intimate, neighborly flavor of a state farm paper.

RESULTS? The five editions of The Progressive Farmer are available to advertisers individually or in *any* combination. Your advertising gains powerful *local* impact in The Progressive Farmer. Readers are subtly pre-sold on the idea that your product fits *their* particular needs. Is it any wonder that The Progressive Farmer is the 4-to-1 choice of Southern retailers and wholesalers as the farm magazine with greatest advertising influence!

Appeals to Every Member of the Family

Farming is a *family* enterprise. The Progressive Farmer is a farm *family* magazine. Of course, its main job is to help the farmer make

Over 5,500,000 readers in the 16 Southern States THE

BIRMINGHAM • RALEIGH • MEMPHIS

IT WORKS FOR THEM...

the Booming Rural South!

more money. New product developments, better farming methods, market facts and trends, the over-all "big picture" for agriculture – it's all there, interestingly presented every month. That's why the Southern farmer looks forward to every issue – for what *he* gets out of it!

The farm wife is also an avid reader of *The Progressive Farmer*. One-third of the magazine, a section titled "The Progressive Home," is devoted exclusively to feminine interests. Over 2½ million female readers turn to it every month for timely articles on home management, fashion, child care, recipes, beauty tips, specially prepared for Southern home-makers and their daughters.

Southern farm youngsters get The Progressive Farmer reading habit early. A full-time "Progressive Youngfolks" editorial staff keeps them interested with special features, sports, do-it-projects, 4-H club news, and games.

RESULTS? The Progressive Farmer is read and re-read by the whole family. Its pages are clipped and filed for future reference when buying decisions are made. Your advertising gets multiple exposure within the big family circles of the fastest growing BIG regional market in the U. S.

The Progressive Farmer's power to influence people is your power to make sales.

PROGRESSIVE FARMER

• DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

The Editorial Viewpoint . . .

Ads Are Not Sales

It is an interesting thing that Ned Jordan, who died last week, is best remembered as a writer of advertising, although basically he was a promoter and salesman, and head of Jordan Motor Car Co.

"Somewhere West of Laramie," the ad he wrote for the Jordan Playboy in the 1920s, is universally conceded to be one of the two most famous automobile advertisements of all time. The other is MacManus' epic for Cadillac, "The Penalty of Leadership."

The two advertisements were as different as they could be. One was full of dash and verve—perhaps the forerunner of the school of advertising that maintains that no one cares about the nuts and bolts of a product, but only what it will do for the buyers. The Jordan Playboy, it said (without discussing any such mundane things as price, cylinders or horsepower), was built "for the lass whose face is brown with the sun when the day is done of revel and romp and race . . .

"There's a savor of links about that car—of laughter and lilt and light—a hint of old loves—and saddle and quirt. It's a brawny thing—yet a graceful thing for the sweep of the avenue" . . .

The Cadillac advertisement was a sober, serious, sermonous sort of thing. The cars must have been different, too. One went on to acquire amazing prestige, the other died quickly as the shadow of the Great Depression fell across the land.

The moral, if any?

Perhaps there isn't any; but perhaps this demonstrates again that picking "great ads" is not quite the same as picking salesmaking ads . . . and that advertising alone seldom makes a sale. It takes a salable product, properly priced, properly distributed, properly timed, to do that. Advertising can and does help, but it seldom does the job alone.

Reserves for Advertising

We are delighted to see the National Industrial Conference Board and Martin Gainsbrugh, its chief economist, take up the cudgels for advertising as a long-term investment, rather than a short-term expense.

Alpheus Beane, whose name has just disappeared from Merrill Lynch, Pierce, Fenner & ———, first suggested this concept a dozen years or so ago to an Assn. of National Advertisers meeting. Others—notably the late J. K. Lasser—have also been ardent advocates of this concept of advertising, as has Advertising Age.

Although Mr. Gainsbrugh did not spell all this out, his concept of advertising as a long-term investment rather than as a short-term expense item, requires assistance from the Internal Revenue Service or the writers of tax law to make it meaningful. What is required is that reserves for advertising be allowed as deductible business expense in the year in which they are set up, whether or not they are entirely spent.

In this way, a company could set up an advertising reserve of $1,000,000 annually for each of three years, but actually spend $2,000,000 one year and $500,000 each of the other two years, and still be credited with deductible business expense of $1,000,000 in each of the three years. Thus extra money might be appropriated in good years to maintain advertising pressure in poorer years, and a stabilizing influence might be exerted on the economy as a whole.

The idea is so valuable and so important that every one in advertising ought to support it, and work actively for its achievement.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Robert J. Poorman, Poorman, Butler & Associates, Muncie, Ind.

"She wants to borrow Winston's slogan, 'It's what's up front that counts,' for her new bra campaign."

Testing with Computers

The American Marketing Assn. was told at its annual conference at year-end that electronic computers may well take over the job of testing marketing programs which are under consideration.

"I believe there are many indications that the decision-and-action process of consumers will soon be simulated, or at least reduced to a systematic set of mathematical functions which can be programmed onto an electronic computer," C. Joseph Clawson, of Facts Consolidated, told the group.

We don't want to sneer at the advances of science, but we firmly believe that as long as human beings have to decide what basic data to feed the computer before it makes its calculations, decisions in the marketing field are likely to require human judgment in addition to mathematical exactness.

\# \# \#

What They're Saying . . .

Your Package Speaks

In considering advertising budgets, promotional and merchandising campaigns in 1959, drug industry manufacturers would do well to put their packaging through the third degree just to determine the vital relationship of packaging and package design to sales.

The package serves not only as a container and a convenient means of giving the product a place in the home, but it also serves as the "voice" of the product, once it enters consumer hands.

If the package "speaks" of easy handling, attractive design, good home use appeal, and full consumer acceptability, it qualifies as a good package, and thus a vital sales asset to a good product.

—Editorial in Drug Trade News, Dec. 15 issue.

Moscow Signs

You see a few big neon signs on top of six and eight-story buildings, your first glimpse of Soviet advertising. One showed a front and side view of a car. I asked Lilli what the Russian wording was on the sign. "It says, 'Buy a Car'," she said. I asked "What kind of car?" Lilli shrugged. "Any car, it makes no difference. The state makes them all."

I saw some three-sheets pasted on the sides of building walls. One said, "Jewelry is the best gift you can give," and was illustrated with a picture of a pretty woman admiring a bracelet. Another showed a cup of steaming coffee. The copy was short and to the point. Just, "Drink Coffee." If the Brand Names Foundation is looking for virgin territory, there it is!

—Merrill Panitt, managing editor of TV Guide, at Ad Craft Club of Detroit.

Release of the Month

A mortician in Cedar Rapids, Ia., has decided that it will pay to advertise on tv. The Turner Mortuary there is sponsoring "Danger Is My Business," a CNP telefilm series depicting 39 of man's most perilous occupations.

—Mann to Man, monthly news digest published by Mann-Ellis Inc., New York.

Rough Proofs

Educators insist that the primary purpose of colleges is to teach students how to think for themselves, an objective with which the makers of Viceroy cigarets are of course in complete accord.

•

Oldtimers who used to tell all about the rigors of their old-fashioned winters are keeping quiet this season, as they devote their efforts to locating their long underwear.

•

Time has chosen Gen. Charles DeGaulle as its Man of the Year.

It is unofficially reported that the leading U. S. candidate for the honor was Casey Stengel, of the New York Yankees.

•

Washington politicians interested in improving Latin-American relations may get an idea from the tennis people, who chose Alex Olmedo, of Peru, to lead the U. S. Davis Cup team to victory in Australia.

•

Beechcraft's new drive to sell more planes for business use may convince corporation presidents that a fleet of aircraft is as necessary to the self-respect of a tycoon as a Cadillac.

•

Manger Hotels' advertising is interesting, but it leaves the reader with the uneasy feeling that the name might be pronounced Manger, Mayn-ger or Man-jer.

•

And the tv announcer for Kellogg's Special K has found a problem in pronunciation and is trying to decide whether to call the essential element pro-teen or protein.

•

"Northwestern Mutual has felt that it is every woman's right to be considered younger than her age."

And to prove it the company has reduced rates on policies for members of the stronger sex.

•

If the new Castro regime in Cuba carries out its intention of eliminating those U. S.-backed gambling casinos, Las Vegas will be able to continue its advertising with no fear of competition.

•

Leo Durocher, the baseball manager turned tv executive, will master-mind a new NBC bowling series called "Jack Pot," in which only strikes will be counted.

Fortunately Leo isn't in a position to suggest a change in baseball rules to limit scoring to home runs.

•

At least one meat packer has decided to flout the unwritten rule that says you must identify the product as frankfurters, and is referring casually in its advertising to the quality of its hot dogs.

•

By this time your secretary should have been able to master the difficult new year's problem of writing it "1959."

Copy Cub.

New York is people in conference. New York is people at home. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

United Artists Television

Presents the

THE TROUBLESHOOTERS

starring

KEENAN WYNN

and co-starring

BOB MATHIAS

A Northstar Pictures Ltd. Production

THE DENNIS O'KEEFE SHOW

starring

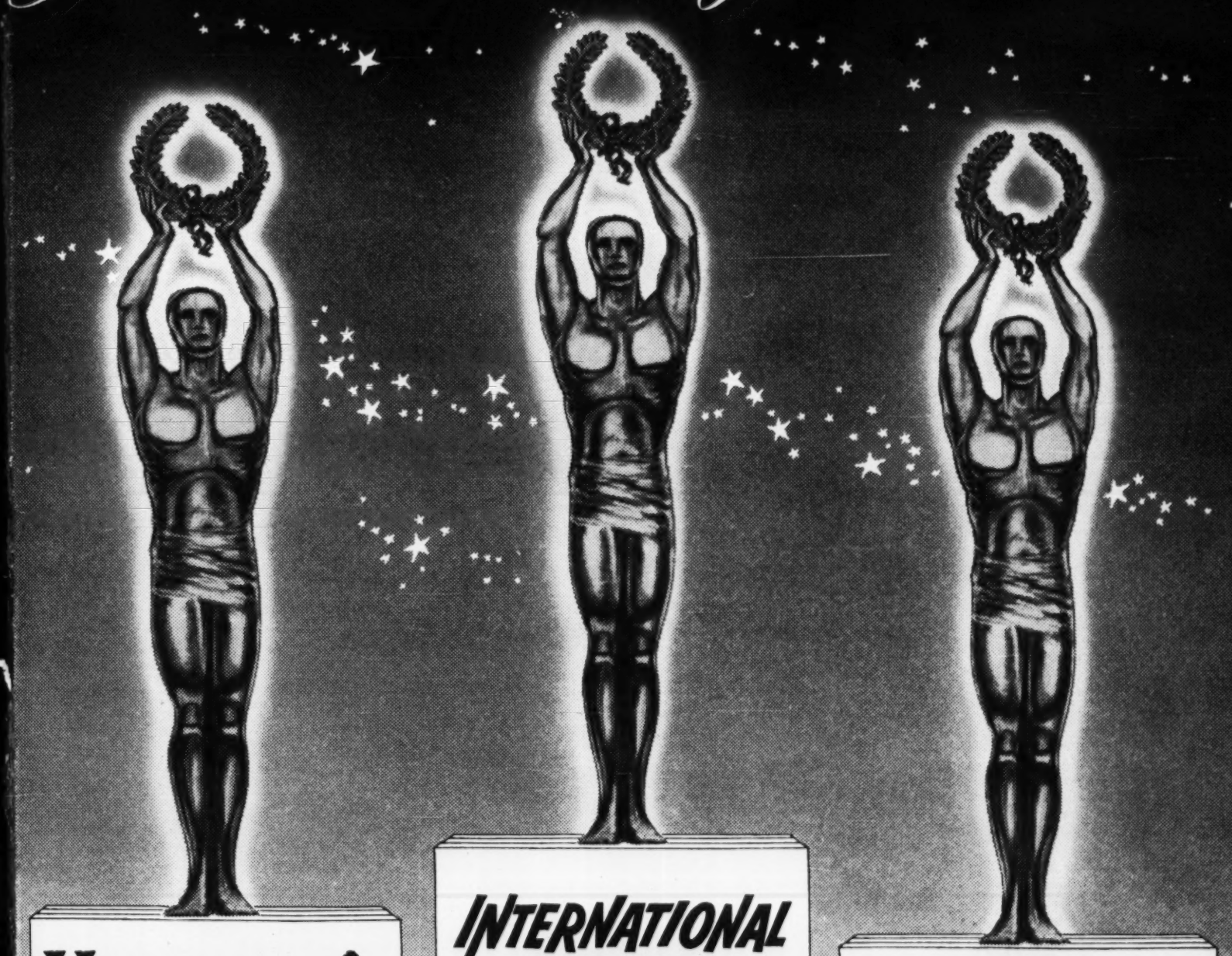
DENNIS O'KEEFE

A Cypress Production

Now in production--
Award-quality half-hour filmed series--
To satisfy the most exacting demands
of America's top network, regional and local sponsors.

Write, Wire or Phone Now! United Artists Television, Inc.,

Golden Five for 1959



HUDSON'S BAY

starring

BARRY NELSON

A Northstar Pictures Ltd. Production

INTERNATIONAL AIRPORT

starring

LEE BOWMAN

A Himan Brown Production

Tales Of The Vikings

starring

JEROME COURTLAND

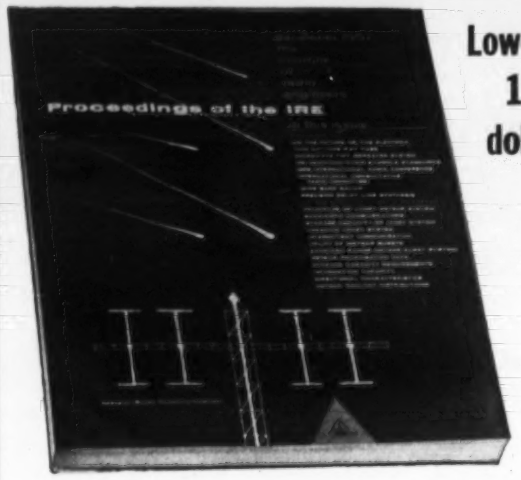
with

BUDDY BAER

A Brynaprod, S. A. Production

To attract the finest of talents -- United Artists has committed to production of a firm 39 weeks of each series. By January 31st, the first several episodes of each series will be ready to speak for themselves.

729 Seventh Ave., New York 19, N.Y. Ci 5-6000



Lowest cost per thousand and only 12 issues a year means your ad dollars go farther in Proceedings!

Here's a coverage of a market at a rate that remembers you—a page 12 times a year costs only $8.58 a thousand in *Proceedings of the IRE*. You are guaranteed no rate increase in 1959. And 12 insertions is all that's needed to be in every well-read issue!

Circulation, highest ever and gaining, is 56,829 (ABC) plus a bonus of 13,038 students. Proceedings is one of those rare values where the best costs you less. Be sure you're in the next issue by calling:

THE INSTITUTE OF RADIO ENGINEERS **Proceedings of the IRE**

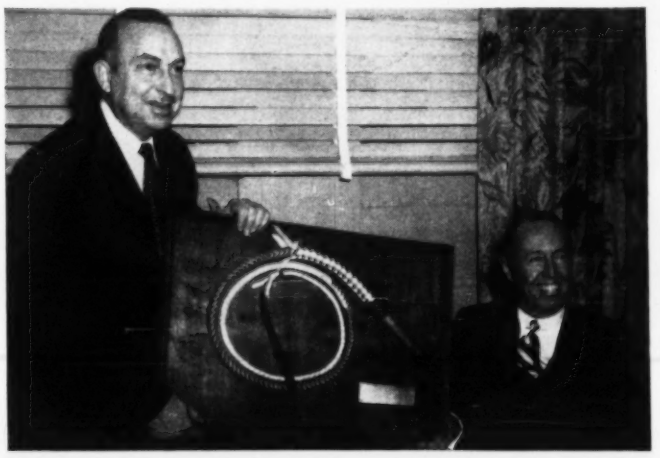
Adv. Dept. 72 W. 45th St., New York 36, N. Y. • MU 2-6606 • Chicago • Los Angeles • San Francisco

Getting Personal

Admen who practice what they preach: **Earl Littman,** head of Abbott & Earl, Houston agency, observed his tenth wedding anniversary by putting up a greeting to his wife on a 24-sheet poster on a residential street corner that Mrs. Littman passed daily. Littman waited—and saw her pass as usual without noticing the board . . . Holiday sentiments were sent through the picture tube by **Bob Gibbons,** former Clevelander now with McCann-Erickson in New York. He bought a 10-second midnight spot on WEWS-TV to greet his old Cleveland friends . . . **John Leary** of the Oakland Adclub won a rare prize at the club's recent meeting: 14 spot announcements on KNBC-Radio to convey his personal greetings of the season . . .

TRAVELER—*Leo H. Rosenberg, vp in the New York office of Foote, Cone & Belding, surveys Toledo, Spain, on a "fantastic" trip through Iberia and French Morocco.*

Richard Ferber, new copywriter at Johnson & Lewis Advertising, San Francisco, is the author of two westerns: "The Outcast," and "The Hostiles," plus two others now being prepared for publication by Dell. His fiction has also appeared in a number of magazines and on tv . . . **Walter Lowen,** head of his own New York placement service, was married Dec. 27 to Matilda Gabriel Rothman in Danbury, Conn. Mrs. Lowen was formerly with Greystone Press, publisher of Mr. Lowen's latest book, "You and Your Job" . . . **John L. Danforth,** on the *Ladies' Home Journal,* New York, sales staff, was a successful contestant on NBC's "Haggis Baggis," winning everything from an air conditioner to a year's supply of products by Coty, a veteran *LHJ* advertiser . . . Pacific National Advertising, Spokane, handling a "Win a Trip to Mexico" contest for Culligan Soft Water Service in Spokane, found the grand prize winner to be Ann Coons, wife of **Robert M. Coons,** vp of another Spokane agency, Virgil A. Warren Advertising . . . **Humphrey Sullivan Jr.,** news bureau manager at Lever Bros., is slowly getting back into the swing after a four-weeks bout with appendicitis and complications . . . **James H. Ottaway Sr.'s** son, James Jr., will be married in June to Mary Warren Hyde. Father of the groom is president of Ottaway Newspapers-Radio (the *News Times,* Danbury, Conn., other properties) . . . **Charles Lasher,** head of Y&R's Los Angeles copy department, was caught up in a social whirl before his retirement Dec. 31 after 23 years with the agency. The L.A. Copy Club feted him with a Brown Derby luncheon; his agency co-workers honored him with a Statler dinner; Hunt Foods gave a luncheon for him at The Dales . . .

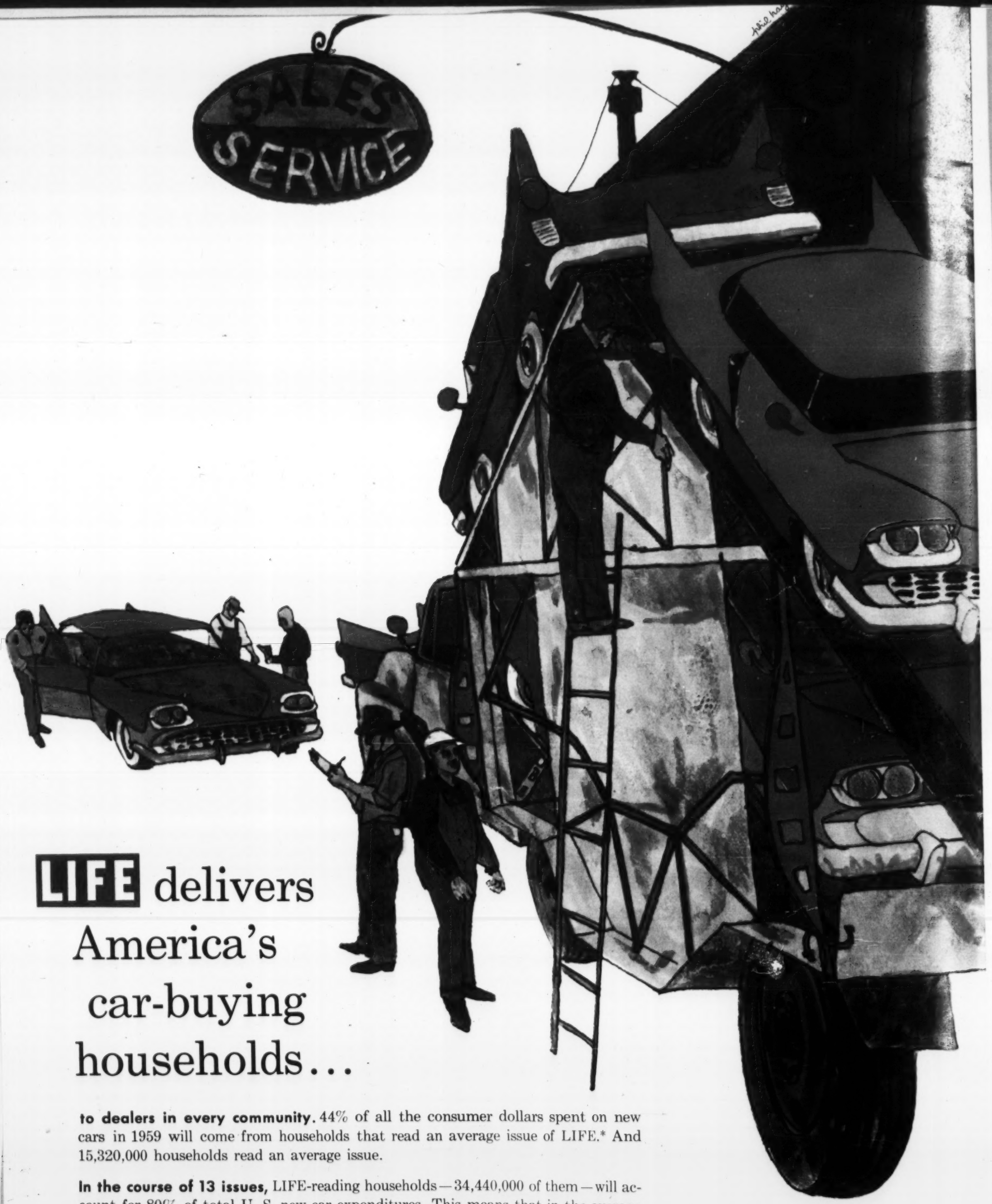


FLAY NOW, PAY LATER—*Looking more benign than bullish, Burr L. Robbins (right), president of General Outdoor Advertising, accepts a bull whip from George W. Caspari, vp in charge of operations, who bought it from an Argentinean gaucho. GOA's exec committee had the whip mounted with the inscription "From the Team," and presented it to the "man of two moods."*

Chet Oehler, who retired as vp and director of market and opinion research in the Chicago office of BBDO a couple of years ago when he was hit by multiple sclerosis, has taken to writing in a serious way. "The Great Sioux Uprising," to be published by Oxford University Press Feb. 19, went to friends as a Christmas gift, and Chet has a second book well under way . . .

Department of Good Works: NARTB prexy **Harold E. Fellows** heads up the national radio-tv division of the March of Dimes. His co-chairmen are: **Howard G. Barnes,** CBS-Radio vp; **Jerry A. Danzig,** NBC-Radio vp; **Edward J. DeGray,** ABC-Radio vp; **Joseph F. Keating,** MBS program director; **Robert F. Lewine,** NBC-TV vp; **Hubbell Robinson Jr.,** CBS-TV exec vp; and **Oliver Treyz,** ABC-TV president . . . **Ralph Cahn,** partner in Frederick Seid-Ralph Cahn Advertising, has been named a consultant to the Office of Civil Defense Mobilization . . .

How LIFE helps you put more cars on the road



LIFE delivers America's car-buying households...

to dealers in every community. 44% of all the consumer dollars spent on new cars in 1959 will come from households that read an average issue of LIFE.* And 15,320,000 households read an average issue.

In the course of 13 issues, LIFE-reading households—34,440,000 of them—will account for 80% of total U. S. new-car expenditures. This means that in the average community, LIFE-reading households account for four-fifths of the local new-car market. These figures add up to BIGNESS . . . the bigness of the LIFE market.

But beyond these market dimensions...

*Based on *LIFE's Study of Consumer Expenditures*, an actual measurement of $200 billion spent on consumer goods and services in 1956.

LIFE offers special selling advantages

A CHANCE TO SHOW THE BEAUTY OF YOUR CAR.

LIFE's superb reproduction gives you the BEAUTY you want—beauty that does full justice to the careful styling of your product. In LIFE, your car looks its best.

And with styling the most important factor in the minds of today's buyers, the reproduction you get in LIFE becomes a key factor in selling effectiveness.

A CHANCE TO CHANGE TACTICS AND STRATEGY.

LIFE gives you the FLEXIBILITY to match the moods of your market. LIFE alone can launch or bolster a national sales campaign in 22 days for four-color ads . . . 7 days for black-and-white or two-color ads. Only LIFE among mass magazines can deliver your advertising messages so swiftly, so surely.

THE RESPECT THAT COMES FROM BEING SEEN IN GOOD COMPANY.

LIFE helps create RESPECT for your new cars. People value LIFE's editorial content, have confidence in the magazine, pay their own money to read it regularly; this confidence carries over to the advertising pages. And when your advertising appears in LIFE you're keeping company with America's finest companies.

LIFE is America's Automobile

Here's how
the 1959 cars
were announced
in LIFE

IN LIFE ISSUE OF SEPT. 22

OCT. 20

NOV. 3

DEC. 1

NOV. 10

For 59 Ford presents the WORLD'S MOST
BEAUTIFULLY PROPORTIONED
CARS
Altogether new in everything you see, feel or touch
...with new economy for today's driving
the
59 FORDS

OCT. 27

THE '59 MERCURY—EVERYTHING YOU WANT ON WHEELS!
• NEW STYLING
• NEW COMFORT
• NEW PERFORMANCE
• NEW ECONOMY
all beautifully combined
in the 20th Anniversary
MERCURY
'59 MERCURY BUILT TO LEAD ... BUILT TO LAST

NOV. 24

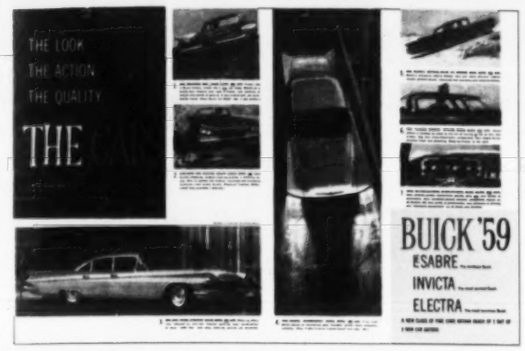
OCT. 6

JOIN THE SUCCESS PARADE TO RAMBLER...THE COMPACT CAR
WORLD'S ONLY CARS WITH PERSONALIZED COMFORT
GET THE BEST OF BOTH
• BIG CAR ROOM
• SMALL CAR ECONOMY
GO RAMBLER
FOR '59

OCT. 27

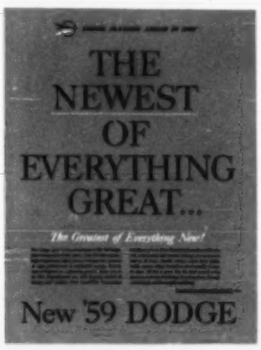
NOV. 17

e Showroom in Print



OCT. 6

OCT. 27



OCT. 20

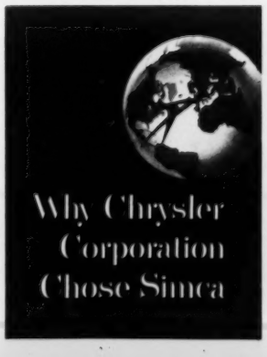
NOV. 10

NOV. 24

FOR '59...IF IT'S NEW PLYMOUTH'S GOT IT!
ANNOUNCING A GREAT NEW PLYMOUTH that brings you new beauty
...new features...and new FURY models at a new low price!

OCT. 20

OCT. 13



NOV. 24

NOV. 10

BIGNESS

Beauty

FLEXIBILITY

RESPECT

New-car buyers by the millions—
that's why passenger car advertisers
buy more pages and invest more dollars in LIFE

PASSENGER CAR & VEHICLES ADVERTISING INVESTMENT

(FIRST 11 MONTHS OF 1958)	Dollars	Pages
LIFE	$9,400,188	246.14
Saturday Evening Post	7,847,837	217.81
Time	2,930,036	175.19
Look	2,883,331	90.00
Reader's Digest	1,403,925	40.00

Source: P. I. B.

Only **LIFE** gives you so much selling power . . .
so swiftly, so surely

Western Pine Assn. to Use Color Units in '59 Print Drive

PORTLAND, ORE., Jan. 6—Four-color advertising will be used in all consumer magazine promotion by the Western Pine Assn. as it opens its 1959 campaign.

Although Western Pine's promotion has been punctuated before with occasional color pages, this is the first time that all of the group's consumer advertising has been in full color.

The opening ad in the new schedule will run in *American Home* in February and will show a living room scene with lumber paneled walls stained a brilliant Fuego Flame red against a black background. Color in consumer advertisements, the association indicated, is designed to "emphasize beauty and drama when color in house interiors is combined with the natural warmth of wood."

■ Also in February, spreads will be used in *Popular Mechanics* and *Popular Science*, with one page of each spread in color.

Other consumer publications on the schedule for early 1959 are *Better Homes & Gardens* and *Living for Young Homemakers*, both in March issues. *House & Home* will carry the color theme in a March color spread and a color page in April. *Architectural Record* will carry a color spread in its special May edition, *Record Houses for* 1959.

The color campaign will be backed by new color literature for consumers and by magazine and newspaper editorial publicity.

■ Business papers will be used (in b&w) as follows: *American Builder, American Lumberman, Building Supply News, California Lumber Merchant, Commercial Bulletin, Crow's Digest, Gulf Coast Lumberman, Hoosier Board & Brick, Illinois Building News, Independent Retail Lumber Dealers Assn. News, Iowa Lumber Dealer, Lumber Cooperator, Lumber Merchant, Manufactured Homes, Mississippi Valley Lumberman, NAHB Journal, New York Lumber Trade Journal, Northwestern Lumber Dealer, Plan, Practical Builder, Retail Lumberman, Southern Building Supplies, Western Building, Western Building Review*, and *Wood Construction*.

■ N. W. Ayer & Son, Philadelphia, has handled Western Pine Assn. advertising since 1923. #

Kenyon & Eckhardt Names 4

Lawrence C. Puchta, formerly a senior account exec at McCann-Erickson, has joined Kenyon & Eckhardt, New York, in the same capacity. Arnold Leeds, a producer at Dancer-Fitzgerald-Sample, has joined K&E as a commercial producer. Joyce B. Kelly, previously with Quaker Maid Co., has joined the agency's merchandising department as assistant home economist. The fourth new staff member is David A. Barba, a recent graduate of Art Center School in Los Angeles, who has been named an assistant art director.

Schwab & Beatty Adds Porter

Schwab & Beatty, New York, has changed its name to Schwab, Beatty & Porter. Richard Porter joined the agency in 1930. He became a vp in 1950 and was elected a director and exec vp in 1957.

Name Adclub Awards Jury

J. Davis Danforth, exec vp, Batten, Barton, Durstine & Osborn, and board chairman of the American Assn. of Advertising Agencies, has been named chairman of the Advertising Federation of America awards jury for the AFA 1958-59 outstanding advertising club competition. Other members are Kevin B. Sweeney, president, Radio Advertising Bureau; O. H. Stark, president, Point-of-Purchase Advertising Institute; Allan M. Wilson, vp, The Advertising Council, and Wallace H. Wulfeck, of William Esty Co., former chairman of the Advertising Research Foundation.

Ben Rosner Appointed

Ben Rosner, formerly head of the operations of RCA's Vik label, has been named to the new post of manager of radio and tv relations for RCA Victor records, New York. The Vik label has been discontinued.

KLZ of Denver... Salutes...
A Radio-Active Business Executive

CUDAHY

August Hurwitz — Cudahy Packing Co. Denver, Colorado

AUGUST HURWITZ, general manager of the CUDAHY PACKING COMPANY Denver plant, is a veteran when it comes to packaging and selling quality meat products. In his 39th year with Cudahy, Mr. Hurwitz has managed their plants throughout the United States, including Omaha, Kansas City and Wichita, plus Havana, Cuba.

KLZ is Cudahy's EXCLUSIVE broadcast medium in Denver to pre-sell consumers their fine meats! Now in their third year sponsorship of quarter hours of STARR YELLAND'S PARTY LINE (8-9 p.m.) and BOB BUTZ noon news. Why not let KLZ-RADIO do YOUR pre-selling in the Denver-Rocky Mountain area?

KLZ radio 560 KC

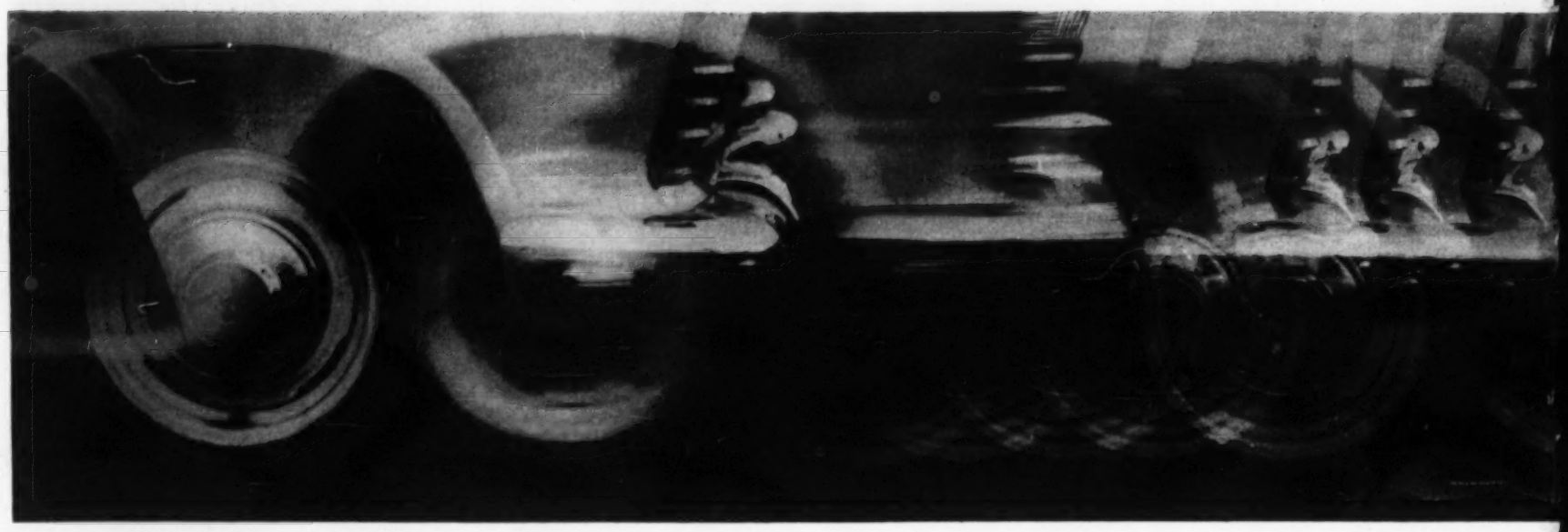
CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

"...and AFTER you've said 'Solid Cincinnati reads the Cincinnati Enquirer'...that's when you ask for the raise. Right?"

BEST POSSIBLE STRATEGY in *any* market is to pick the newspaper that reaches the solid *market-that-matters*. In Cincinnati, that's easy. For Solid Cincinnati reads the Cincinnati Enquirer. Has for years. Does now. Always will. It's their kind of newspaper. No doubt about it . . . you're in SOLID in Cincinnati when *you're* in The Enquirer. The new Top Ten Brands Survey confirms it. Ask The Enquirer's Research Department to show you, or call Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

Special interest magazines get



Action for the men who service America on wheels

Nothing spells *action* more than the spinning wheels of 68 million cars and trucks on U. S. Highways. And to the men who service these millions of cars, day after day, nothing spells *action* more than MOTOR—one of the 13 Hearst "Special Interest" Magazines.

For example, when MOTOR describes a new product—such as a faster tool for removing mufflers, a hydraulic valve lifter tester, or a new plastic for body repairs—demand follows immediately. Because this is the kind of information that saves time and toil for readers—and sparks sales *action* at the local level.

It is this policy of supplying information which in turn gets *action*, that has put MOTOR not only at the head of the automotive paper field, but among the top business publications in the nation, with a circulation above the 100,000 level.

What does this mean to the advertiser?

MOTOR gets immediate *action* at the local level because the advertiser's message appears along side editorial material that has one purpose only: helping service men and dealers.

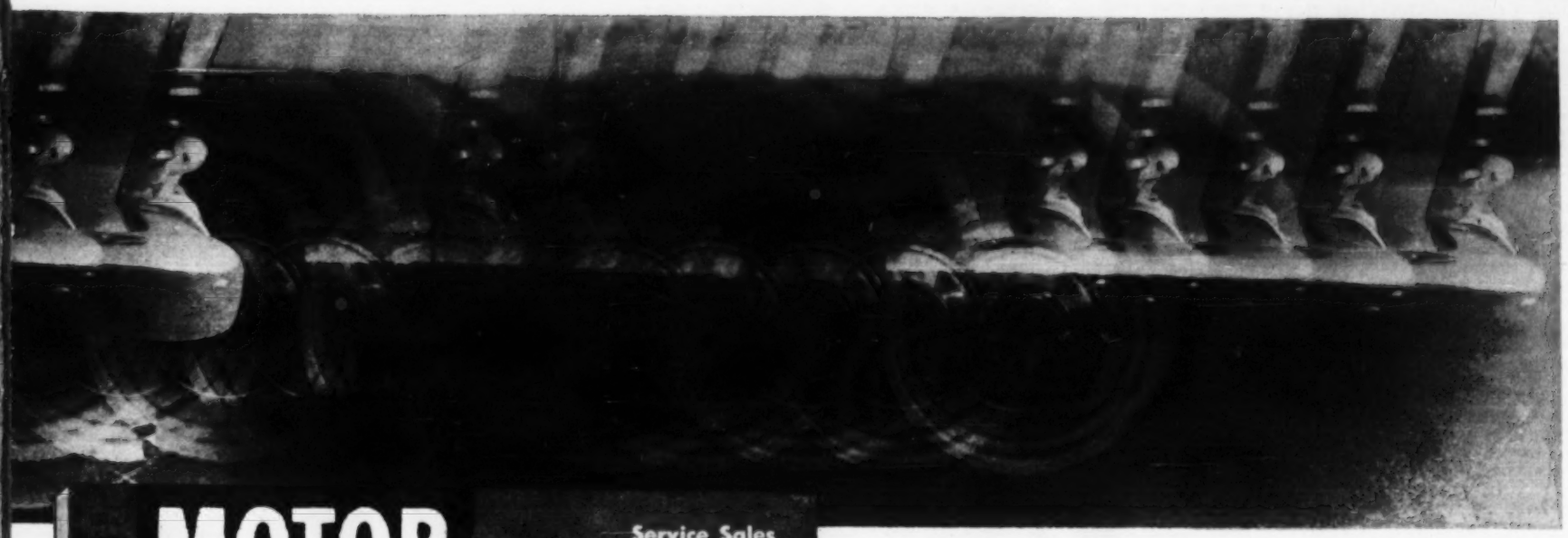
And this is the philosophy of all Hearst Special Interest Magazines. Advertisers and readers share a common interest—and speak one another's language. The advertiser's message is presented in a climate of acceptance...reaches presold prospects.

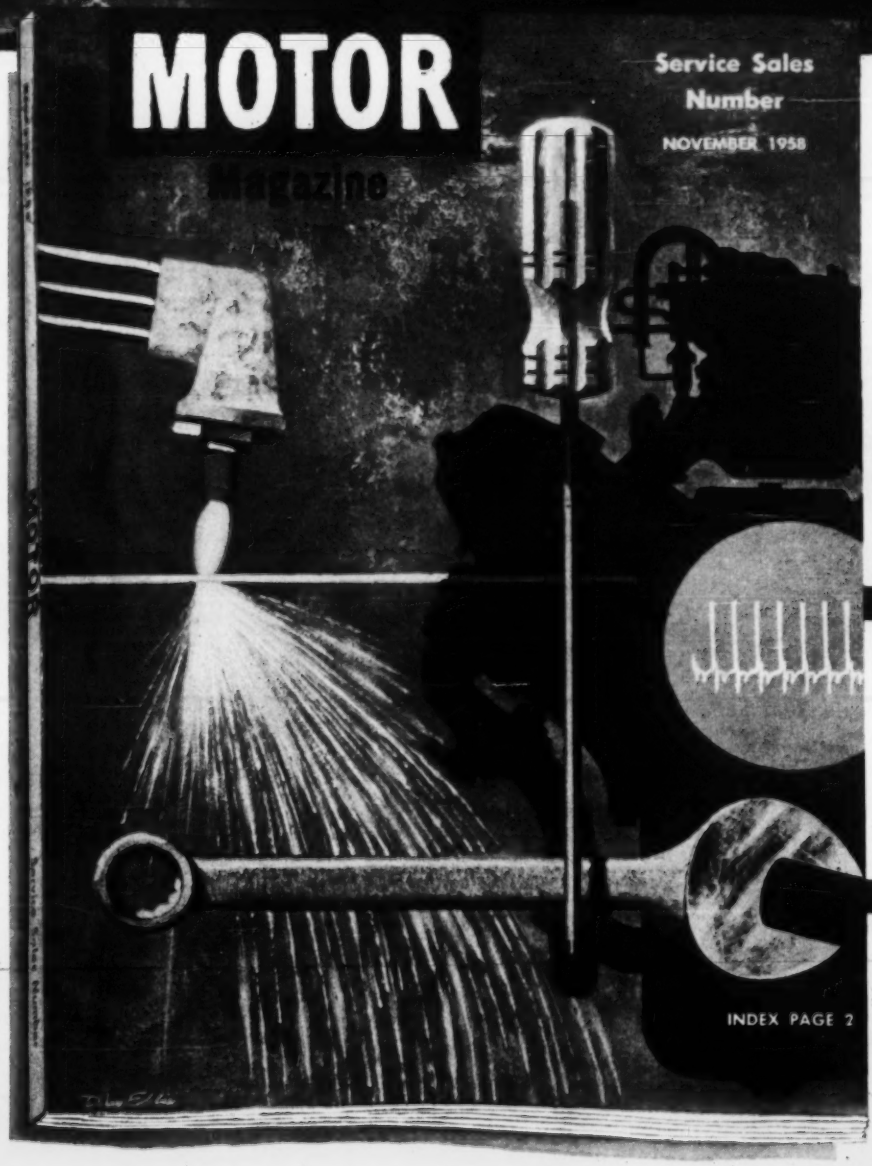
So if you want *action* at the local level—if you want to hear that cash register sing—look to the medium that is geared for *action*, saleswise. For advertising dollars work hardest where interest is greatest...and readers of Hearst Special Interest Magazines are already sold—only need to be told!

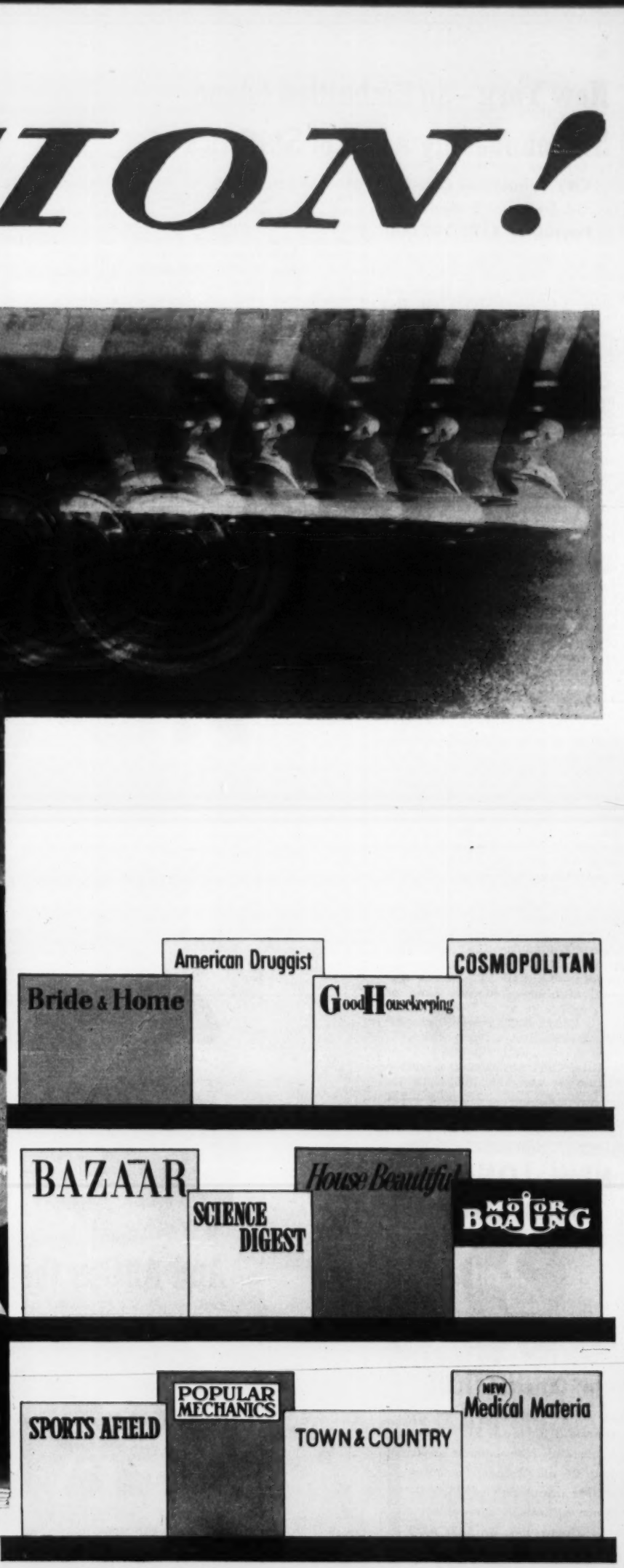
Six keys to increased profits

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told.

ACTION!







Hearst Magazines Get Action!

New York—an Embattled Island Surrounded by a Sea of Statistics

City Tabulation Cites '54 Data—875 Agencies, Payroll of $140,190,000

NEW YORK, Jan. 6—Statistics—mostly staggering but some startling—make up the second annual "Statistical Guide for New York City," published by the Department of Commerce and Public Events.

Staggering: In 1957, the airlines flew 13,441,382 passengers in and out of the city, plus 90,000,000 lbs. of mail and 354,000,000 lbs. of cargo. Nearly 90,000,000 bridge and tunnel vehicle crossings were made and some $80,000,000 was paid in tolls.

Startling: There were 43 different chambers of commerce in New York City in 1957, of which 29 were in the borough of Manhattan. And 62 "horse track operations (including racing stables)." And as late as 1954, 211 farms could be found within the city's boundaries; none in Manhattan, but as many as 43 in Brooklyn and 83 in Queens. Each farm had an average value of nearly $46,000 and production of about $22,000.

■ There were 1,205 companies headquartered in New York in 1955 with assets of more than $1,000,000 and 32 companies in 1957 with assets of more than $1 billion.

Almost $396,000,000 were spent to construct 10,551 buildings in 1957. More than 3,750,000 visitors came to attend 776 conventions that year. During the average four-and-a-half-day stay they spent more than $231,000,000—about $163 apiece. About 30% went for hotels, nearly 20% for shopping, almost 16% for restaurants, under 5% for night clubs.

There were nearly 715,000,000 shares traded on the New York Stock Exchange with a market value of more than $27 billion. The total number of shares listed on that exchange as of Dec. 31, 1957, was 4,803,769,085; their market value, $195,570,176,105.

■ Total 1957 newspaper advertising linage was 171,118,554 for the major dailies. Besides the majors, New York City has 40 neighborhood dailies and 48 foreign language papers, including five Chinese and Jewish, three Spanish, Russian, Armenian, German and Greek, two Arabic, Hungarian, Italian, Lithuanian, Polish and Swedish, one each of Japanese, Slovak, Ukranian, Croatian, Estonian, French, Irish, Finnish, Portuguese, Norwegian and Czechoslovakian.

Fifteen railroads had terminals in the city. Some 66,000,000 passengers used Pennsylvania Terminal last year, an additional 55,000,000 Grand Central. The assessed valuation of taxable real estate was more than $21 billion, of which more than $5 billion was in Manhattan below 60th st.

According to the 1954 census of business there were 875 advertising agencies with total receipts of $1.4 billion and a payroll of $140,190,000. It seems likely that all these 1954 figures have been surpassed.

There were 27,571 food stores, according to the 1954 census, and 16,755 eating and/or drinking places, 423 mail order houses, 5,352 house-to-house selling organizations, 264 merchandise vending machine operators and 17 hay and grain feed stores.

■ Subway riders won't be at all surprised to learn that in 1957 they numbered 1,754,619,898, including riders on the surface lines. Busiest station in town was Times Sq. with 39,417,472 passengers, barely 300,000 ahead of Grand Central Station. And this doesn't include the people who sneaked in without paying or on passes.

Finally, it is safe to say that New Yorkers like to talk. In 1957 there were 4,307,256 telephones (including 88,073 coin boxes) in New York City—a total exceeded by only three other countries besides the U.S. in the entire world (England, Canada and Germany).

Free copies of the statistical guide are available from the commerce department at 625 Madison Ave., New York 22. #

General Foods Promotes Two

John Schell has been appointed to the newly created position of assistant manager of the public relations department of General Foods Corp., White Plains, N. Y. Allen Wagner is manager. W. A. Macfarlane, who has been with GF's public relations department since 1953, succeeds Mr. Schell as manager of the press services section.

Two Join KFMB Stations

George A. Pardon has joined KFMB, San Diego, and Edward J. Marsett has joined KFMB-TV as account executives. Mr. Pardon previously was with Warner Bros. Mr. Marsett formerly was with KIVA-TV, Yuma, Ariz.

'Sergeant Preston' Gets Set for TV Syndication

"Sergeant Preston of the Yukon" is going into syndicated distribution after a three-year run on CBS Television. The series is being syndicated by Independent Television Corp., New York.

Two regional sponsors have already signed for the adventure film. Colonial Stores (Liller, Neal, Battle & Lindsey) bought the show in 16 southern and central markets and may add other cities later. Henry Heide Inc., candy maker (Kelly, Nason), signed the telecast for five top markets.

'Trailer Life' Sold

Trailer Life will have a new owner effective with its February, 1959, issue. Arthur J. Rouse, described as a Los Angeles advertising executive, will buy the 18-year-old publication from the Trailer Coach Assn. The new publisher will be known as Trailer Life Publishing Co., 8350 Santa Monica Blvd., Los Angeles 46.

NEW LONDON
FOOD SALES

2nd

In CONNECTICUT

Appetizing? Average spending for food: $1777 per household! New London ranks 2nd of all Connecticut cities with a population of 25,000-or-more (SM '58 Survey).

Cover this 66,547 ABC City Zone now—through its *only* daily.

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

Thanks to you, our viewers and sponsors ABC is still the No.1
And ABC is the only network... whose evening ratings are up
And in the daytime?
ABC-TV's ratings for the 7th and 8th
Daybreak are up 30% over the pre

Diener Joins Telematics

H. William Diener has been appointed sales manager of the Carillon Bell division of Telematics Inc., Franklin Park, Ill. He formerly was divisional sales manager of W. D. Allen Mfg. Co., Chicago. Telematics recently bought the electronic carillon and bell business of Stromberg-Carlson division of General Dynamics Corp. Carillon Bell division systems and accessories will be promoted in a drive beginning in February in religious publications and direct mail.

Dr. Dichter Spreads Wings in International Field

Back from a trip around the world, Dr. Ernest Dichter, president of the Institute for Motivational Research, has announced the opening of offices in Australia and South Africa. The institute, he reported, now operates in 15 countries and plans further expansion in India and Latin America. In the course of his global tour, Dr. Dichter spent two weeks in Samoa on a special research project.

NEW—*El Paso Natural Gas Products Co. used posters like this to introduce its new El Paso and Dixie gasolines in 50 market areas in the Southwest. A follow-up campaign will use newspapers, radio, tv and direct mail. Mithoff Advertising, El Paso, is the agency.*

POPAI Elects 6 New Members

Six companies have been accepted for membership in the Point-of-Purchase Advertising Institute, New York. They are A. Carlisle & Co., San Francisco; Century Display & Manufacturing division of Caspers Tin Plate Co., Chicago; Mechtronics Corp., Mamaroneck, N. Y.; Creative Display Advertising, Toronto; Leon Goodman Displays of Italy, Milan, and Wembley Inc., New Orleans.

Hicks & Greist Adds 1

Metal Textile Corp., Roselle, N. J., has appointed Hicks & Greist, New York, to handle its industrial advertising. The company manufactures knitted wire mesh for industrial applications. The campaign will cover three separate markets: electronics, chemical and refinery, and machinery. Richard La Fond Advertising is the previous agency.

Rosenbloom Adds Lathrop

Irving J. Rosenbloom & Associates, Chicago, has been appointed to handle advertising for Lathrop-Paulson Co., Chicago, manufacturer of dairy machinery and materials handling equipment.

Glasser-Gailey Elects Cox

Glasser-Gailey, Los Angeles, has elected James L. Cox, who joined the agency a year ago, a vp.

Melrose Ads Push Lower Proof, Price

NEW YORK, Jan. 6—Melrose Distillers Co., a subsidiary of Schenley Industries, launched an advertising program Jan. 1 in New York metropolitan newspapers for its new lower-proof Melrose Rare blended whisky.

Effective Jan. 1, the brand will be marketed as an 86-proof blend instead of a 90-proof, and will retail for $4.79 a fifth instead of $5.25 as formerly.

An executive of the company said that the move was designed to improve the brand's sales potential by capitalizing on the current shift in consumer taste preference for lower proof, lighter-body whiskies.

The advertising program will use variable-size insertions in 17 dailies covering the metropolitan New York market. Copy reads: "To delight those who think before they drink—Melrose Rare, the vintage whisky, now $4.79" (AA, Nov. 24).

Doner & Peck is the agency. #

Brown & Taich Adds 3

Brown & Taich, San Francisco, has been appointed to direct advertising for three new accounts. They are Merit Gunsight Co., Veneto's Restaurant, both of San Francisco, and Chico General Products, Burlingame. Merit Gunsight makes rifle accessories and Chico produces an air cooler and portable dishwasher.

Schenk to 'New Equipment'

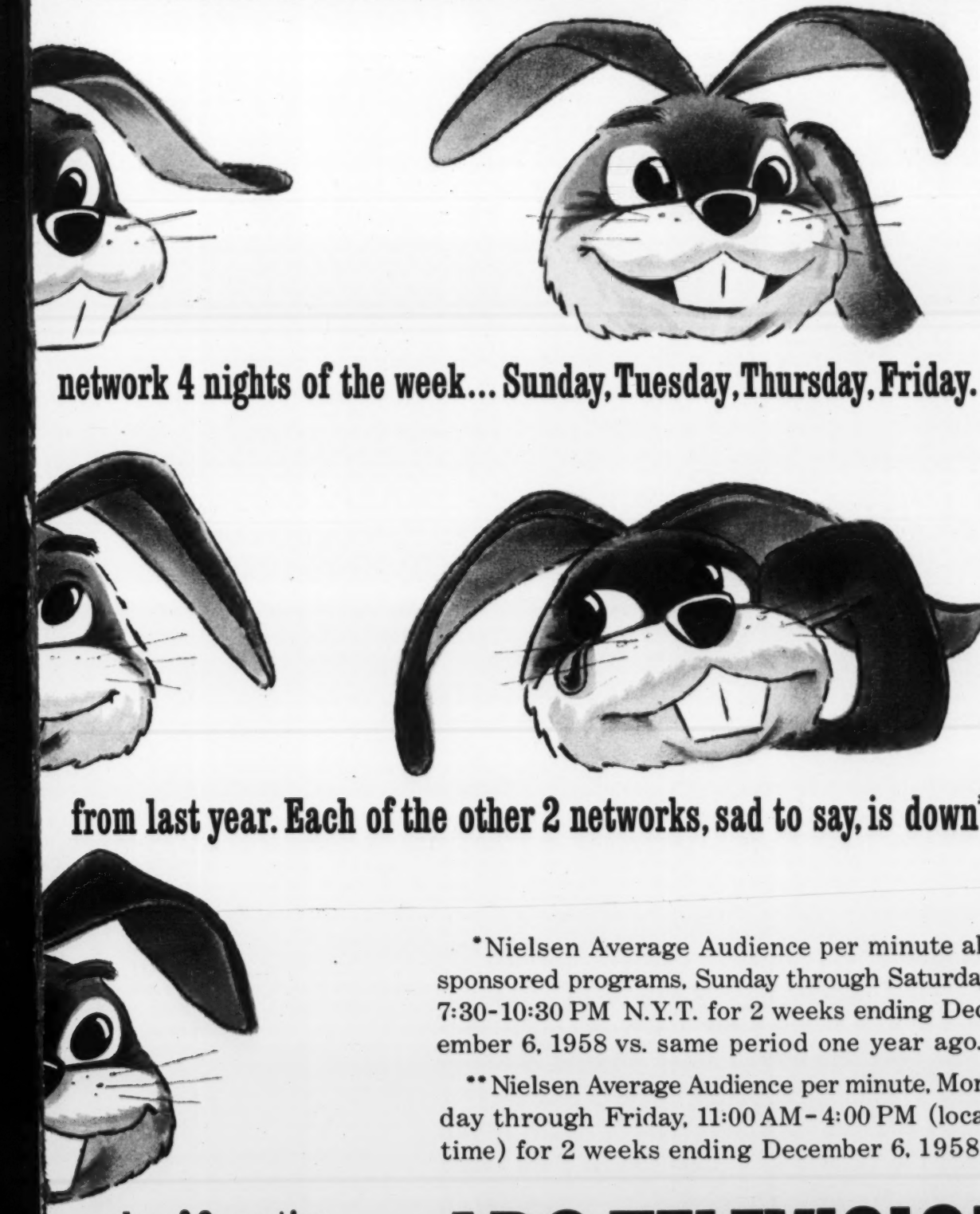
Glenn A. Schenk, formerly with the Cleveland office of G. M. Basford Co., has been named advertising sales representative of *New Equipment Digest*, a Penton publication. He will cover the east central region comprising western Pennsylvania and eastern Ohio.

Market Facts Boosts Two

Loraine Kraft has been promoted to director of research of Market Facts Inc., Chicago. Mrs. Kraft has been with the marketing research organization for six years. Janet Rettig has been named director of field operations for the company.

Jacobs-Keelan Formed

A new advertising art studio, Jacobs-Keelan Inc., has been formed at 749 N. Second St., Milwaukee. Principals are Al Jacobs and Jim Keelan.


network 4 nights of the week... Sunday, Tuesday, Thursday, Friday.
from last year. Each of the other 2 networks, sad to say, is down*.
*Nielsen Average Audience per minute all sponsored programs, Sunday through Saturday, 7:30-10:30 PM N.Y.T. for 2 weeks ending December 6, 1958 vs. same period one year ago.
**Nielsen Average Audience per minute, Monday through Friday, 11:00 AM-4:00 PM (local time) for 2 weeks ending December 6, 1958.
weeks of Operation
vious Nielsen Report.**
ABC TELEVISION

a GIANT in a Big market!

Fresno, California belongs on every important schedule . . . It's one of California's largest cities and a recognized test market. The FRESNO GUIDE offers more home circulation in this important market than any other newspaper. It's consistently the leader in retail food lineage . . . the paper Fresno people read for the ads! Reach more active buyers through the saturation coverage of The FRESNO GUIDE.

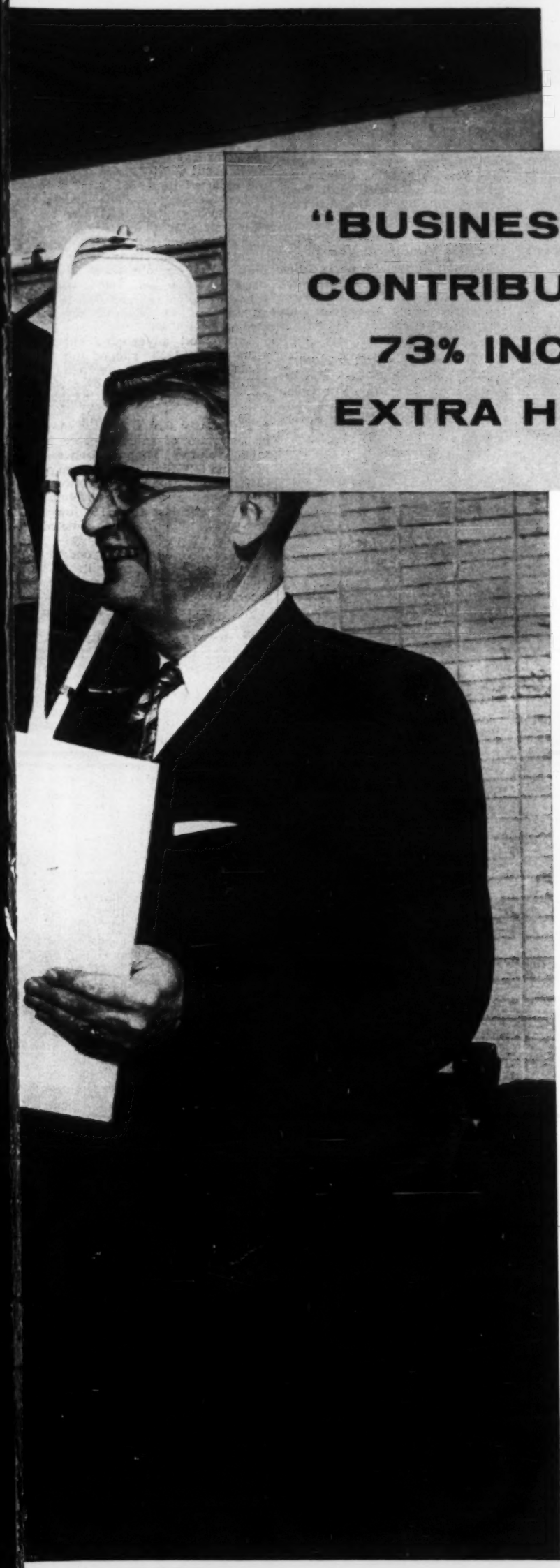
LISTED IN NEWSPAPER SRDS
Under: Special Newspaper Advertising Services

Fresno Guide

1963 H Street Fresno 18, Calif.

1959—our 27th year

Mr. Chase (*left*) examines a layout of a new Ford truck advertisement with Mr. McGinnis.



"BUSINESS PAPER ADVERTISING CONTRIBUTES TO FORD TRUCK'S 73% INCREASE IN SHARE OF EXTRA HEAVY DUTY MARKET!"

Wilbur Chase, Ford Division Truck Marketing Manager, reports: "Official industry figures show that Ford's penetration in the extra heavy duty truck market has risen steadily. Specifically, share of market zoomed 73% within six months following introduction of the new line. We attribute a large share of our sales gains to the unusual interest in our new products aroused by business publication advertising."

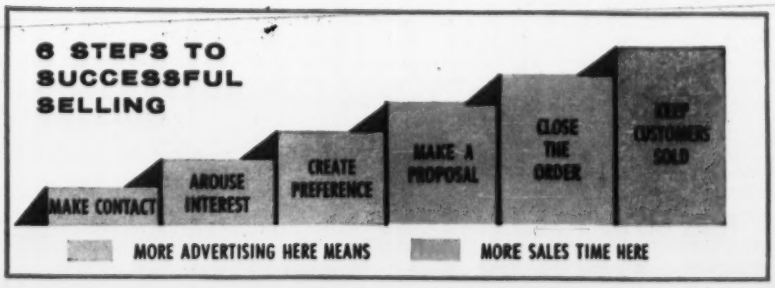
"Our new heavy duty trucks and Super Duty Engines were designed for special vocational fields where heavy duty and fast operations are required," relates Frank J. McGinnis, Truck Advertising Manager, Ford Division. "Therefore, it was only natural to introduce this new, 1958 line through pinpointed industry-by-industry coverage. To do the job, we have been running a strong advertising program concentrating in selected business publications . . . a 9-page foldout and a 24-page insert, both giving specifications and detailed technical information, 'kicked-off' the campaign."

IF WHAT YOU MAKE OR SELL is bought by business, you can "mechanize" your selling by *concentrating* your advertising in the McGraw-Hill publications serving your markets. By doing so, you'll be able to introduce, remind, pre-sell the greatest number of prime prospects with the least cost... speak to them in their language while they're in a business mood . . . give your salesmen more time to make specific proposals and close sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



In the past twelve months, food and grocery firms invested close to $500,000,000 in consumer advertising to back food promotions! Increasingly, promotions are becoming the key to your food advertising sales.

Food Field Reporter is the one publication that focuses its editorial content on food promotions, marketing and advertising. Get maximum impact for your selling message in this authoritative medium food men quote, reprint, carry into plans meetings and use in their field selling!

Polzine Personnel Sold

Polly Polzine, head of her own New York personnel agency specializing in advertising and related fields, has sold her agency to Dun-Rite Placement Agency. She will move to Minneapolis and will announce her plans later. Before starting her own company nine years ago, Miss Polzine was an account executive with Foote, Cone & Belding on the American Tobacco Co. account.

Carter to 'American Home'

John M. Carter, formerly editor of *Household Magazine*, has been appointed editor of *The American Home*, succeeding Mrs. Jean Austin, who has resigned.

Smith & Dorian Adds Account

Geographia Map Co. and its subsidiary, Authentic Publishing Co., have appointed Smith & Dorian, New York, to handle advertising.

N.Y. Sales Execs Report 1958 Sales Topped Those of '57

NEW YORK, Jan. 6—In a year-end survey of its membership by the Sales Executives Club of New York, about 60% of those responding reported that 1958 sales were higher than 1957. The average gain reported was 28%. The replies represent about 10% of the club's membership of 3,200.

On advertising, respondents replied that their companies' advertising expense for 1958 ranged from $3,000 to $11,500,000, with an average of $800,000 and a median of $140,000.

Anticipated advertising expenditures for 1959 ranged up to $8,500,000, with an average of $736,000 and a median of $150,000.

■ The survey shows that the companies' ratio of sales expense to sales volume ranged between 1.8% and 32%, with an average of 12%. Anticipated ratio between sales expense and sales volume for 1959 was less than 1% lower than 1958. The range predicted was from 1% to 26%.

While 20% of the respondents reported a loss in sales in 1958 compared with '57, the average loss reported was 9%. Another 20% of respondents reported '58 sales were about the same as in '57.

Of those responding, 60% reported 1958 profits were higher than in '57. The range was from 0.5 of 1% to about 100%, with an average of 22%; 37% reported lower profits with an average loss of 13%, and 3% reported profits in '58 were about the same as '57.

Virtually all respondents predicted increased sales in 1959. The average increase predicted was 18%. #

American Names Hanmer

Hiram R. Hanmer, research director of American Tobacco Co. since 1932, has been named a vp of the company. Mr. Hanmer has been with American Tobacco since 1921, starting as a research chemist. He was made director of research in 1932, and many important advances in tobacco technology and tobacco smoke analysis have been achieved under his supervision.

Eschen Boosts Holtman

Jerry Holtman, assistant manager of the Los Angeles office of Eschen Co., magazine representative, has been appointed manager of the company's San Francisco office, succeeding Howard Taylor, who has resigned. Mr. Holtman will have charge of the northern California, Oregon and Washington territory for Eschen.

Swanson Starts Company

Robert E. Swanson, creator of a number of advertising jingles, has opened his own company to produce musical commercials for radio and television. His company, Robert Swanson Productions, will be located at 1 E. 54th St., New York.

MGM-TV Appoints McNear

Bob McNear has been named midwest sales representative for MGM-TV film commercials, with offices in Chicago. He formerly covered the San Francisco area for the company.

who the devil is Gugler?

Good question, especially from one interested in good printing. Just as we always come up with answers to printing problems, here quickly, is the answer to your question. We're 80 years old, printing-wise. We're a national organization, with strategically-located branch offices to serve you. Our "family" consists mainly of craftsmen. They have to be . . . with some of the most discriminating buyers of printing as our clients.

Perhaps one of the most valuable things we have to sell is versatility of printing processes . . . lithography, silk screen, rotogravure . . . and great flexibility within each of these processes.

Whether your problems concern p. o. p. materials, billboards, spectaculars or direct mail . . . and whether the size is as small as a postage stamp, or as large as a 24-sheet poster . . . you can get it printed *right,* at Gugler. Have a Gugler salesman prove this point to you, soon.

Gugler LITHOGRAPHIC CO.

1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN

Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa

Walter L. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

BUY!

FULL R.O.P. COLOR

in WISCONSIN'S 2nd MARKET

At a substantial reduction in rate . . . for this RICH METROPOLITAN MARKET

2nd...In Retail Sales
2nd...In Manufacturing
2nd...In Wholesale Sales
2nd...In Employed Workers
2nd...In Urban Population
2nd...In City Zone Population
2nd...In Retail Advertising Linage
2nd...In Metropolitan Population
2nd...In Unduplicated Newspaper Circulation

GREEN BAY PRESS GAZETTE | **APPLETON NEENAH-MENASHA POST-CRESCENT**

WITH A COMBINED CIRCULATION OF 76,498

REPRESENTED BY SAWYER — FERGUSON — WALKER COMPANY, INC.

Facing Deficit, 'Reader's Digest' Took Ads: Wood

NEW YORK, Jan. 7—The story of the *Reader's Digest*, called "the most widely read magazine in the world," is reported in a new book by James Playsted Wood, "Of Lasting Interest" (Doubleday & Co., Garden City, N. Y., $3.50).

It is also, of necessity, the story of DeWitt Wallace, founder and editor-in-chief of the *Digest*, who first got the idea for the magazine while compiling a list of agricultural publications for farmers.

Mr. Wallace founded the *Reader's Digest* in February, 1922, with the idea that people would like a digest of the best articles which appeared in leading magazines and journals. Success came fast, although the *Digest* did not begin newsstand sales until 1929, when circulation was over 216,000.

■ Today the *Digest* is published in 13 languages in 30 different editions for distribution in over 100 countries. Latest figures from the Audit Bureau of Circulations show *Digest* circulation in the U. S. to be above 12,000,000.

While the *Digest* eschewed advertising in its pages for 33 years, Mr. Wallace was from the beginning a consistent user of direct mail advertising to gain subscriptions. The *Digest* now mails out more than 20,000,000 direct mail pieces annually, the book relates. To aid newsstand sales, the magazine spends $1,000,000 a year in newspaper advertising.

■ Mr. Wood devotes one chapter to the story of how the *Digest* made its decision to accept advertising in its U.S. editions. A sample survey in July, 1954, used masked copies of Canadian editions (which contained ads) and adless U.S. editions which were left with readers, who were asked the following day whether they preferred the Candian edition for 25¢ or the U. S. edition for 35¢. The results showed 81% preferred the one with ads.

This result, together with a report later that year that due to cost increases the *Digest* was facing a deficit of $1,000,000 for 1954 (though the Condensed Book Club and other *Digest* enterprises were prospering), led to the decision.

■ News that the magazine would accept "a limited amount of the highest grade advertising"—excluding alcoholic beverage, tobacco and medical remedy ads—beginning with the April, 1955, edition, started a rush among advertisers.

Within two weeks, the author writes, the magazine received orders for 1,107 pages of advertising, more than three times the number it could accept under its self-imposed restriction of 32 pages per issue.

"After the initial enthusiasm had spent itself," Mr. Wood says, "the research units of agencies and advertisers began to study the results and forecast the potentials of *Digest* advertising, just as they scrutinize these in other advertising media, and commitments were delayed, pending the results of these studies."

■ When *Digest* revenue fell off, it changed its 32-page limit and allowed 20% of its total pages for advertising, allowing greater ease of scheduling for advertisers.

The *Digest* was no newcomer to the ad field, Mr. Wood points out, since it began accepting ads in its Spanish language edition in 1940. By 1954, 29 international editions were bringing in $13,500,000 in advertising revenue.

The *Digest* grossed $8,000,000 in ad income for its U.S. edition in 1955, $12,000,000 the next year and $18,000,000 in 1957. #

Sixth Report on 'Digest' Reading Study Released

Report No. 6 of "A Study of Seven Publications" has been released by the *Reader's Digest*. The 1956 study, conducted for the *Digest* by Alfred Politz Research, covered *Good Housekeeping, Life, Look, McCall's, The Saturday Evening Post* and the *Digest*.

The sixth report deals with reading patterns, providing information on how reading days accumulate for the publications studied. The appendix explains the methods used in obtaining the measurements. The study was conducted in consultation with the Advertising Research Foundation.

'Alligator' Suit Settled

The trademark infringement suit brought by David Crystal Inc. and Alligator Co. against Cluett, Peabody & Co. and its subsidiary, Bud Berman Sportswear, has been settled. The Cluett and Berman companies have agreed to cease using the words "alligator," "Berma-Gator," "gator," or "crocodile" or any pictorial representation of them in the advertising or sale of sports shirts or other apparel. David Crystal has exclusive license from Alligator Co. to use the design of an alligator on sport shirts; the design is used on the Lacoste shirt distributed by Crystal.

Jacobs Heads Buchen PR

J. Edwin Jacobs has been named to head a new and expanded public relations service of Buchen Co., Chicago, to be known as Buchen Co.—Public Relations. Mr. Jacobs has been pr director of the Merchandise Mart, National Retail Furniture Assn. and the Chicago Motor Club, and assistant director of the public relations department of J. Walter Thompson Co., Chicago.

Krylon Promotes Kayser

Elmore E. Kayser has been named vp in charge of advertising and promotion of Krylon Inc., Norristown, Pa., producer of spray enamels. He formerly was advertising and promotion manager of the company.

Doyle Gets Huber & Huber

Huber & Huber Motor Express, Louisville, has named Jack M. Doyle Advertising, Louisville, to handle its advertising and publicity. Newspapers and trade publications will be used at the outset.

PRINTING BUYERS

FACTS—about roll-fed offset printing

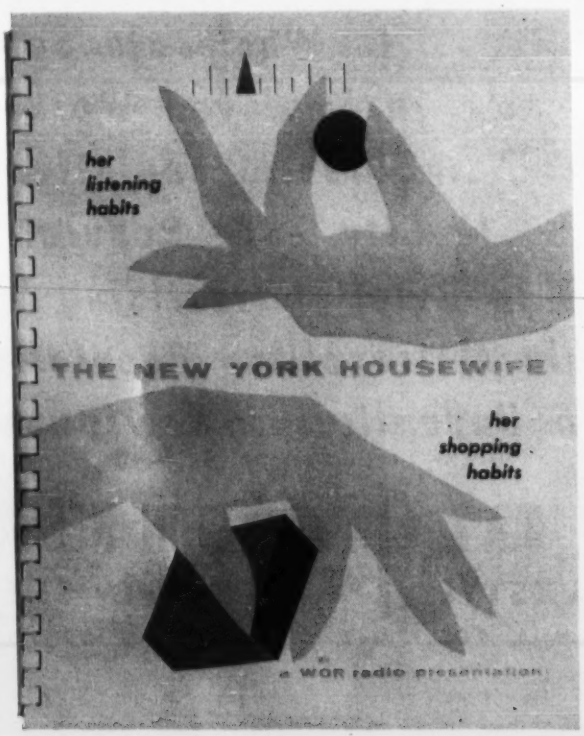
- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

WOR RADIO STUDY ADDS A NEW DIMENSION TO COST-PER-1000



Advertisers have always been aware of the shortcomings of buying radio on a strictly cost-per-1000 basis. Everyone realizes that the lowest cost-per-1000 does not necessarily produce the greatest sales results for the dollars invested. Why? WOR's new study "The New York Housewife" gives the first statistical evidence.

The study, nearly a year in the making, analyzes the housewife audience of 8 major New York radio stations. Although the housewife may listen to many stations, she is a loyal listener to some and not to others; she is more personally-interested in some; she is more receptive to some; she is more attentive to some and she relies on one more than another. The way she listens to a station is bound to affect her response to its advertising.

Business Paper Salesmen Can Help Editors, Latter Agree

CHICAGO, Jan. 6—Three business paper editors agreed yesterday that the advertising department can aid the editorial department—but they differed on the type of help space salesmen should get in return.

Addressing a Dotted Line Club luncheon, Dick Hodgson, executive editor of *Industrial Marketing* and *Advertising Requirements*, said his publications have long-range editorial plans which preclude the inclusion of any "spot news" story a salesman might bring in from an advertiser.

"The greatest aid the sales force can give is on long-range program assistance," Mr. Hodgson said. "If a salesman has knowledge of one element of a field or subject we are planning to cover, it can be included in the over-all coverage."

■ Ned Burnham, editorial director of Keeney Publishing Co., said that "sales and editorial departments are all in one operation, and it would be foolish not to co-operate."

He said editors could explain the publication's field to advertisers, and keep salesmen abreast of editorial plans, scope of the publication, and competitive publications. Salesmen, in turn, can pass on to editors ideas for coverage and comments from those in the field, Mr. Burnham said.

■ Bob Dietmeier, editor of the coin machine section of *Billboard*, admitted a distaste for the word "cooperation," in relating advertising and editorial functions. "I would substitute for 'cooperation' discussion of the business or trends between the advertising and editorial departments," he said.

He added that the salesman who tries "horsetrading" editorial space for linage "doesn't understand his own publication.

"The only problems come from editors who can't edit and salesmen who can't sell," Mr. Dietmeier said. #

Brown Joins Venard, Rintoul

James A. Brown Jr. has resigned as assistant media director of the Detroit office of Grant Advertising to become manager of the Detroit office of Venard, Rintoul & McConnell, radio-tv station representative.

Ackerman to 'Electrical Merch'

Warren S. Ackerman, formerly with Batten, Barton, Durstine & Osborn, has joined *Electrical Merchandising* as eastern district manager. He succeeds Frank Coyle, who had been district manager for both *Electrical Merchandising* and *Electrical World*, McGraw-Hill publications. Mr. Coyle continues with *Electrical World*.

Mazur Wins Tobe Award

Paul M. Mazur, senior partner in Lehman Bros., New York, investment banker, will receive the 1958 Tobe award, "the Oscar of retailing," Jan. 14 at the annual "Bosses' Dinner" in New York. Mr. Mazur was selected for his "unique combination of retailing-distribution authority, banker-economist and business man-farmer."

Red & White Introduces 'Hi' as Trademark Personality

Red & White Corp., Chicago, is introducing a cartoon character, "Hi," to personify "the friendly, helpful, independent supermarket operator." "Hi" was originally used by Western Grocers Ltd., a Red & White supply house in Winnipeg, and adopted for use by the Red & White Corp. in 1958.

He makes his debut in the 1959 Red & White advertising and promotional materials.

AT&T Yellow Pages Starts Campaign for 'Awhereness'

American Telephone & Telegraph Co. will launch a new Yellow Pages campaign in the advertising and business press in late January. The campaign is based on the theme, "Nothing builds awhereness like the Yellow Pages." The opening spread uses a stroboscopic photographic technique showing a woman first reading an ad, then going to the Yellow Pages, and then to the retailer.

Follow-up ads, all two-color pages, will have headlines based on a play on words, such as "Nothing dishes up sales like awhereness," for an ad showing a woman buying a dishwasher. Media include ADVERTISING AGE, *Business Week*, *Fortune*, *Media/scope*, *Nation's Business*, *Printers' Ink*, *Sales Management* and *Tide*. Cunningham & Walsh, New York, is the agency.

Milhado, Publishers' Representative, Visits U. S.

Albert Milhado, managing director of Albert Milhado & Co., publishers' representative organization with offices in England, Germany, Belgium, Italy and France, will visit the U.S. during the last two weeks of February, making his headquarters at the Gotham Hotel, New York.

The Milhado organization, which calls itself "world's largest publishers' representatives," represents newspapers, weeklies and business papers in some 24 countries around the world.

There's a big difference in the type of housewife listener each New York station delivers. For example, in comparison with a top-rated music/news independent,

WOR RADIO DELIVERS...

30% MORE LOYAL LISTENERS

54% MORE PERSONALLY—INTERESTED LISTENERS

41% MORE RECEPTIVE LISTENERS

78% MORE ATTENTIVE LISTENERS

PER 1000 HOUSEWIVES REACHED

WOR's study also sheds new light on the housewife's shopping habits...

- HOW MUCH SHE SPENDS AND WHEN SHE SHOPS
- HER EXPOSURE TO RADIO AND NEWSPAPER ADVERTISING PRIOR TO SHOPPING
- THE LENGTH OF TIME BETWEEN ADVERTISING EXPOSURE AND SHOPPING

...important information that demonstrates why advertisers should make radio their primary choice. Ask your WOR RADIO representative for your copy of "THE NEW YORK HOUSEWIFE" study.

WOR RADIO 710

fm 98.7

A Division of RKO *Teleradio Pictures, Inc.*

Serving more advertisers than any other station in New York

sell more with vue-more ANIMATION MOTORS and DISPLAY TURNTABLES

write for FREE catalog

VUE-MORE! 601 W. 26 St., N.Y. 1

Please rush my copy of the VUE-MORE Catalog today!

Name .....

Company .....

Address .....

City ..... Zone .....

VUE-MORE Corp.

World's Leading Manufacturer of Turntables

601 West 26th Street, New York 1

Full color in all its glory

Black and white with dramatic impact

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*

4043 North Ravenswood Avenue, Chicago 13, Illinois Telephone: EAstgate 7-9220

Seymour Berkson, 33-Year Veteran of Hearst, Dies at 53

SAN FRANCISCO, Jan. 6—Seymour Berkson, 53, publisher of the *New York Journal-American* and former vp and general manager of International News Service, died yesterday of a heart attack in his suite at the Mark Hopkins Hotel.

Seymour Berkson

Mr. Berkson had a heart attack six weeks ago while attending a conference of the Hearst Newspapers board. He was hospitalized, but had recovered sufficiently to return to the hotel.

Mr. Berkson was named publisher of the *New York Journal-American* in 1955 after ten years as vp and general manager of INS.

His career with the Hearst organization started in 1925. As an undergraduate at the University of Chicago he was campus correspondent for the old *Chicago Herald & Examiner*. He left college in '25 to take a fulltime reportorial job on that newspaper. Six years later he joined Associated Press in New York on general assignment and became assistant city editor.

■ He joined INS in 1931 as a special correspondent. From 1932 to 1934 he was chief of the INS Rome bureau, a period during which he arranged for publication by the Hearst newspapers of a series of articles by Mussolini.

After a year as head of the Paris bureau of INS, Mr. Berkson was called back to New York as managing editor, and in 1945 he was appointed vp and general manager.

In 1949, Mr. Berkson revisited Europe and wrote a series of articles for the Hearst newspapers on middle-class European families. He also did a series of interviews with European political leaders.

In addition to his newspaper work, Mr. Berkson was the author of "Their Majesties: a Royal Merry-Go-Round," published in 1938, and the "Rise and Fall of Mussolini," issued in 1943.

■ Among his civic activities, Mr. Berkson served as chairman in 1958 of the newspaper committee for Brotherhood Week, sponsored by the National Conference of Christians & Jews. He was a trustee of the National Urban League, a director of the New York Convention & Visitors Bureau and a member of the International Press Institute and the Society of Silurians, an organization of men who worked on New York newspapers 25 years ago.

WILLIAM PHILLIPSON

NEW YORK, Jan. 6—William Phillipson, 50, an independent television producer, died Jan. 1 after a short illness.

He was graduated from Rutgers University and practiced law in Newark, N. J., for several years. During World War II he was associated with Nelson A. Rockefeller, now governor of New York, in the U. S. office of inter-American affairs.

After the war, Mr. Phillipson joined American Broadcasting Co., becoming vp in charge of its western division. Later he was a partner in Henry Jaffe Enterprises, specializing in gathering talent for such shows as the "Texaco Star Theater" and "Producers Showcase."

Two years ago he was co-producer with David P. Selznick of the "Jubilee of Light" tv show, honoring the electrical industry.

JOHN T. CAREY

CHICAGO, Jan. 6—John T. Carey, 59, assistant production manager of Erwin Wasey, Ruthrauff & Ryan, died Dec. 30 in South Shore Hospital. He suffered a stroke while at work and died shortly after entering the hospital.

Mr. Carey had been associated with the agency for more than 31 years, having joined Ruthrauff & Ryan in 1927 as a production layout artist.

'This Week' to SSC&B

This Week Magazine, New York, has moved its advertising account from Earle Ludgin & Co. to Sullivan, Stauffer, Colwell & Bayles.

WE'VE TURNED THE AUDIENCE UPSIDE DOWN!

Yes Sir, NCS No. 3 reveals a significant television situation in Central Iowa. Here WHO-TV is one of three stations competing for circulation. Of the three, WHO-TV gives you considerably the largest DAILY circulation—*daytime and nighttime*. The station with the largest *weekly* circulation actually retains the *smallest* percentage of DAILY circulation, daytime and nighttime.

To us, this clearly indicates that more people watch WHO-TV, more often and more consistently, than watch any other station. This seems logical, too, because WHO-TV gives this big market the costliest, fastest-moving, most exciting television fare available —not occasionally, but EVERY day and night!

Take *films*, for example. WHO-TV has practically every big film package in America—a quarter of a million dollars' worth—including MGM . . . Champagne . . . Galaxy 20 . . . Vanguard . . . Big 50 . . . Warner Brothers, and others.

Ask PGW for *all* the facts on WHO-TV.

NCS No. 3 CIRCULATION

	DAYTIME		NIGHTTIME	
	Weekly	Daily	Weekly	Daily
WHO-TV	214,800	144,830	238,830	187,640
Sta. "K"	197,100	129,430	218,850	173,370
Sta. "W"	222,750	133,260	255,470	180,350

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

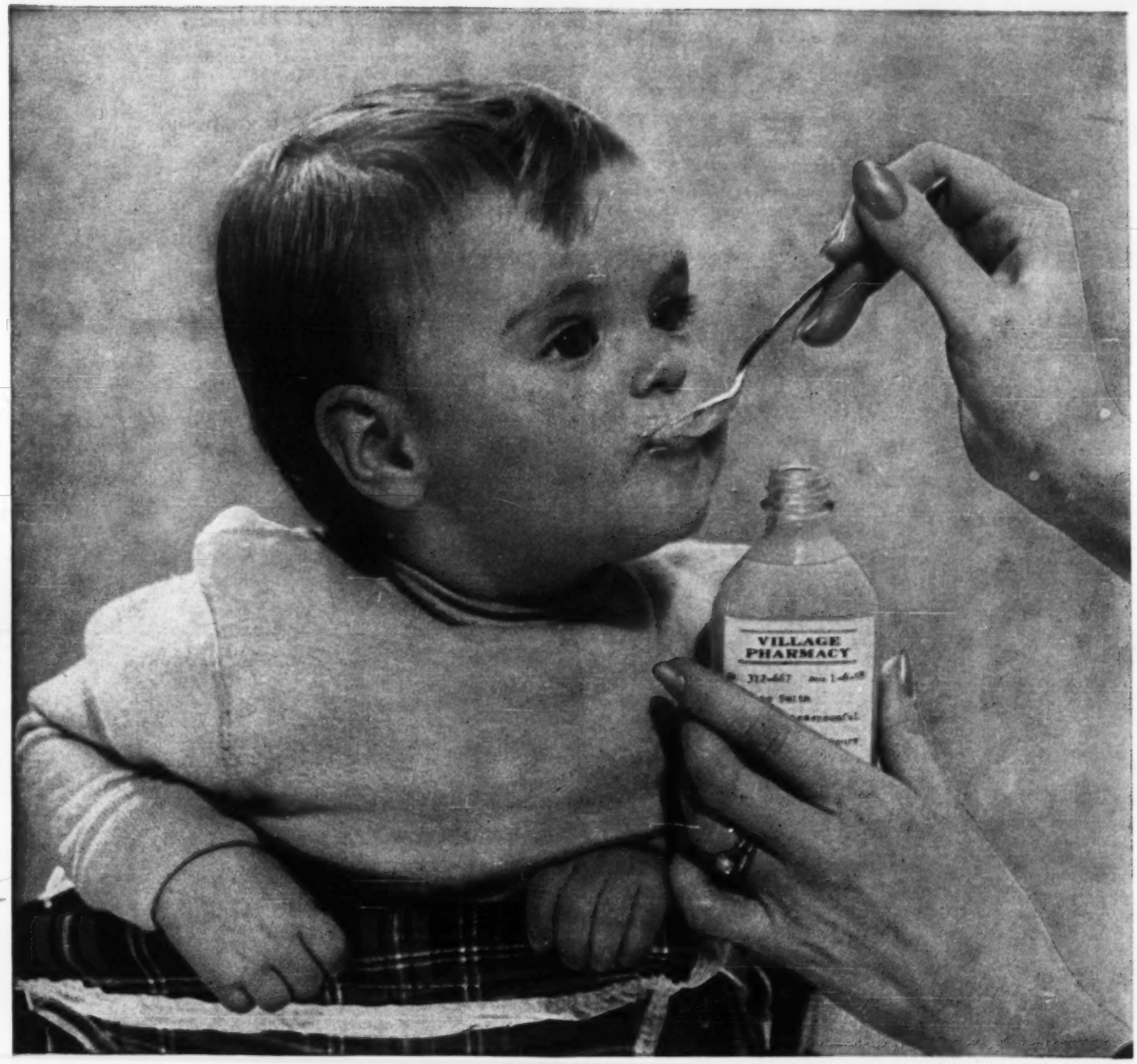


PHOTO COURTESY AMERICAN CYANAMID COMPANY

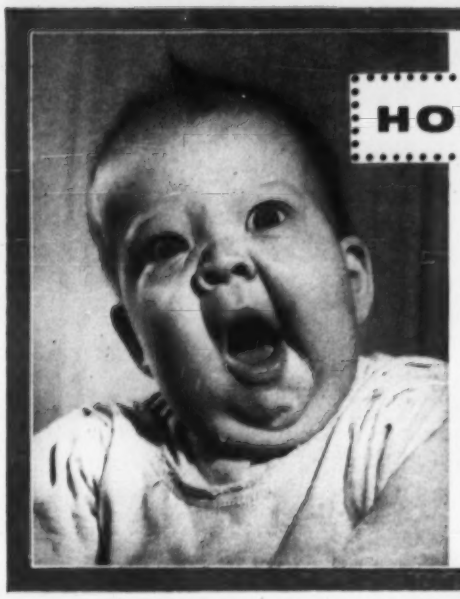
The Chemical Engineer Nurses 5,000,000 Babies A Year

Miracle drugs, vaccines, general pharmaceuticals . . . safeguards for a better, longer life made possible by the chemical engineer and his technology.

Wherever the chemical engineer appears in industry — in the familiar Chemical Process Industries from fertilizers to pharmaceuticals, and ever reaching beyond — he is a key buying pivot. To solve plant problems, he instigates orders, specifies raw material and equipment required. He develops products and processes, designs and builds plants and keeps them operating profitably. He is your *first* sales target.

For 55 years of industry growth and expansion, CHEMICAL ENGINEERING has maintained its sharp editorial focus on this man, wherever he is, whatever he does. It's the solid 3 to 1 choice among chemical engineers in all functions, in all industries. Now they get it *twice as often* and spend even more time in it than before . . . readership is up 13.5%, ad scores up 18.4%, inquiries up 18% over 1957's monthly issues. CHEMICAL ENGINEERING, a McGraw-Hill Publication, 330 West 42nd Street, New York 36. ABP ABC

Published every other monday for Chemical Engineers in all functions



HOLY SMOKE!

You've never seen real service until you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

NAAN Sets Three Meetings

The National Advertising Agency Network will hold three meetings during 1959. The national meeting is scheduled for June 28 to July 4 at Del Monte Lodge, Pebble Beach, Cal. The eastern regional meet will be Jan. 23-25 at the Hotel Statler, Washington; the midwest regional group will gather Jan. 30-31 at the Hotel Cleveland, Cleveland.

Keystone Adds 7 Stations

Keystone Broadcasting System has added seven affiliates, bringing the total to 1,051. The new stations are KBRV, Soda Springs, Idaho; WLDS, Jacksonville, Ill.; WHLT, Huntington, Ind.; WDOE, Dunkirk, N.Y.; WLSB, Copperhill, Tenn.; KBCS, Grand Prairie, Tex., and KRSC, Othello, Wash.

Nahser Names Osterholdt VP

Ted Osterholdt, art director of Frank C. Nahser Inc., Chicago, has been appointed vp of the agency.

'Beware of Gismos,' Curran Advises in 'Screen Writing'

NEW YORK, Jan. 6—"Don't be carried away by gimmicks or gismos. Make your *selling* copy entertaining," says Charles W. Curran in listing do's and don'ts for making tv commercials. Mr. Curran gives his advice in his new book, "Screen Writing and Production Techniques," published by Hastings House and available for $4.95. Mr. Curran is president of Times Square Productions here.

Mr. Curran has written a how-to-do-it book even listing, in a section on writing the original story for tv programs and films, "the 36 basic plots" and giving a formula for story writing.

■ The author also describes the jobs—from producers to grips—of those involved in producing a tv show or film and gives salary rates. He includes a section on costs which starts:

"As in everything else, in moving picture production you get exactly what you pay for. But in no other field does a cheap product look as shoddy as it does on the screen. Skimpy sets, amateurish acting, slackness in editing, clumsiness in writing, poor sound quality, make-do photography and inept direction—any one of these factors which result from a too-low budget can make a picture worthless."

■ On specific costs, Mr. Curran says, "The average high-quality, live action, live dialog b&w tv one-minute film commercial will cost about $3,000 if made singly, and $2,500 if a group of three or more are made at the same time, dealing with the same products."

For an average b&w tv subject, "a production requiring three shooting days will cost somewhere between $18,000 and $20,000, depending on the complexity of its content," Mr. Curran says. He adds, "This is a basic *cost* estimate, and does not include overhead and the profit margin for the producer."

Included also in the book is the text of the tv code of the National Assn. of Broadcasters and a glossary of screen production nomenclature. The 242-page book is indexed. #

A. S. Black Appoints Two

Chuck Billing and John White have been elected vps of A. S. Black & Co., Houston. Mr. Billing has been with A. S. Black since 1954 when he merged his agency with Black. Mr. White joined the agency in 1955. Mr. White will be in charge of research; Mr. Billing will head up creative work.

Ace Elects Three

Ace Advertising Services, New York, has elected Leon Gross president and has named two others vps of a subsidiary, Ace Offset Service Inc. Mr. Gross has been with the company since 1932. Elected vps were Marcel Minardi and Robert R. Cahn, both supervisors in the subsidiary.

ABC Names Peterson

Austin (Pete) Peterson, veteran radio-tv and agency executive, has been named program consultant to ABC Television in Hollywood. Mr. Peterson was head of the Ted Bates & Co. Hollywood office for many years.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

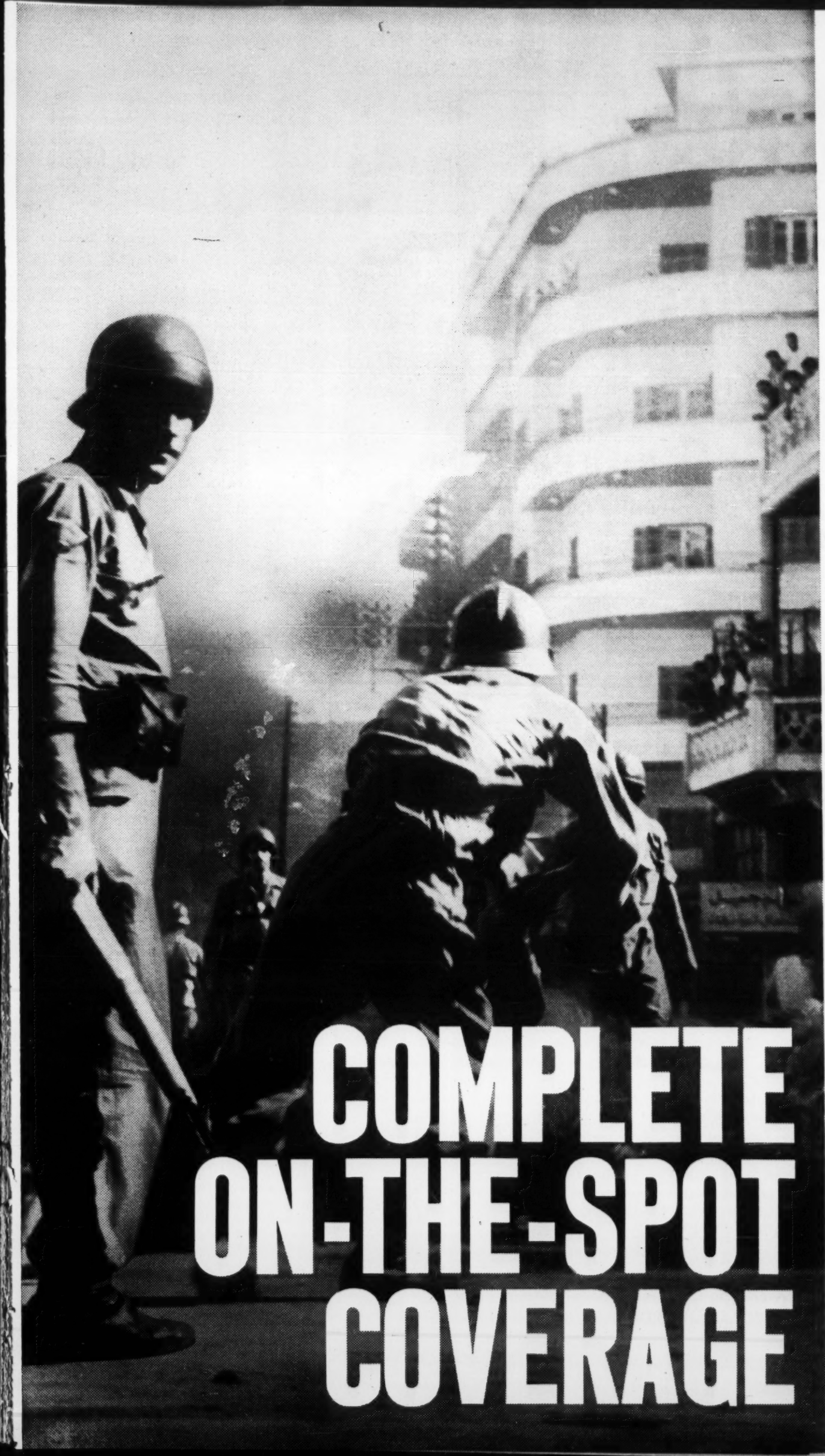
ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2121 E. 9th St., Cleveland 15, O.



COMPLETE ON-THE-SPOT COVERAGE

THE NBC RADIO NETWORK

keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

▪ Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.

▪ At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.

▪ NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

We're glad to see you!
SHERATON HOTELS

EASTERN DIV.

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	MOBILE, Ala.

MIDWESTERN DIV.

CHICAGO	AUSTIN
DETROIT	AKRON
CINCINNATI	INDIANAPOLIS
ST. LOUIS	FRENCH LICK, Ind.
OMAHA	RAPID CITY, S. D.
LOUISVILLE	SIOUX CITY, Iowa
DALLAS	SIOUX FALLS, S. D.
(Opens early 1959)	CEDAR RAPIDS, Iowa

PACIFIC DIV.

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADIAN DIV.

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

WJQS Joins Mutual

WJQS, Jackson, Miss., one of the stations that is not going along with the CBS Radio network's new barter setup, has joined the Mutual Broadcasting System. Mutual has not had an affiliate in Jackson for several months.

Kraus to Robinson, Jensen

Robinson, Jensen, Fenwick & Haynes, Los Angeles, has named George Kraus Jr. director of merchandising and sales promotion. Mr. Kraus had been with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, in a similar capacity since 1954.

Carr Joins WBAL

Thomas S. Carr has been named director of public relations of WBAL, Baltimore, and will join the staff Jan. 19. Mr. Carr has been executive secretary and administrative assistant to Gov. Theodore R. McKeldin for the past seven years.

Parent Groups, Operators Agree on Film Ad Safeguards

HARTFORD, Jan. 6—Differences concerning charges of "vulgar" motion picture and theater advertising copy have been resolved through meeting of eastern Connecticut theater men with the juvenile protection committee of the New London district, Parent-Teachers' Assn. and St. Bernard's Guild.

John E. Petroski, supervisor of The Stanley-Warner Garde Theatre, New London, and the Palace, Norwich, and Russell E. Newton, American Theatre Corp's Capitol, New London, have agreed with the committee on a three-point program to assure "suitable" motion pictures for teen-agers and children on weekends and during school vacations.

Both Messrs. Petroski and Newton said, however, that since their theaters are part of circuits, decisions on specific films, booking dates and advertising quality are not always theirs. They stressed, too, that New York advertising material does not always include a choice of pictures and copy by the individual theater managers.

■ The three-point program includes checking with school calendars by theater managers to facilitate arranging suitable films to be shown when youngsters are most likely to attend. #

F&S&R Uses Closed Circuit for Inter-office Memo

Fuller & Smith & Ross, New York, used a closed circuit national radio hook-up to its five branch offices to announce a move to new offices at 666 Fifth Ave. about May 1. The year-end radio talk by agency president Robert E. Allen went out simultaneously to F&S&R offices in San Francisco, Chicago, Pittsburgh and Cleveland.

NTA Adds New Office

National Telefilm Associates, New York, tv film syndicator-producer, has opened a San Francisco office in the Russ Bldg. The office will be staffed by Henry P. Long, formerly with MCA-TV, and Robert Lang, previously with Batten, Barton, Durstine & Osborn.

Babcock Moves to Europe

Preston Babcock has been appointed European advertising director of *Newsweek*, replacing Stephen Carroll, who is rejoining the international sales staff in New York. Mr. Babcock has been with the New York sales staff since 1950. He will have headquarters in London.

Buggeln Leaves 'Miami News'

Robert F. Buggeln has resigned as advertising director of the *Miami News*. Mr. Buggeln, who joined the *News* in 1952 from a post as exec vp of *Esquire* and *Coronet*, said he will announce his plans early this month. The *News* has not yet named a successor.

O'Rourke Adds Four Accounts

John O'Rourke Advertising, San Francisco, has been appointed agency for four new accounts. They are Krey Packing Co., San Francisco; Hobbs Wall Lumber Co; San Francisco Warehouse Co., and Cafe El Portal.

WHAS-TV
LOUISVILLE

IF IT IS BIG AND IMPORTANT, IT'S ON WHAS-TV

50,000 youngsters, 57,000 adults have attended T-BAR-V, Louisville's ONLY kid show with LIVE, DAILY AUDIENCES

50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

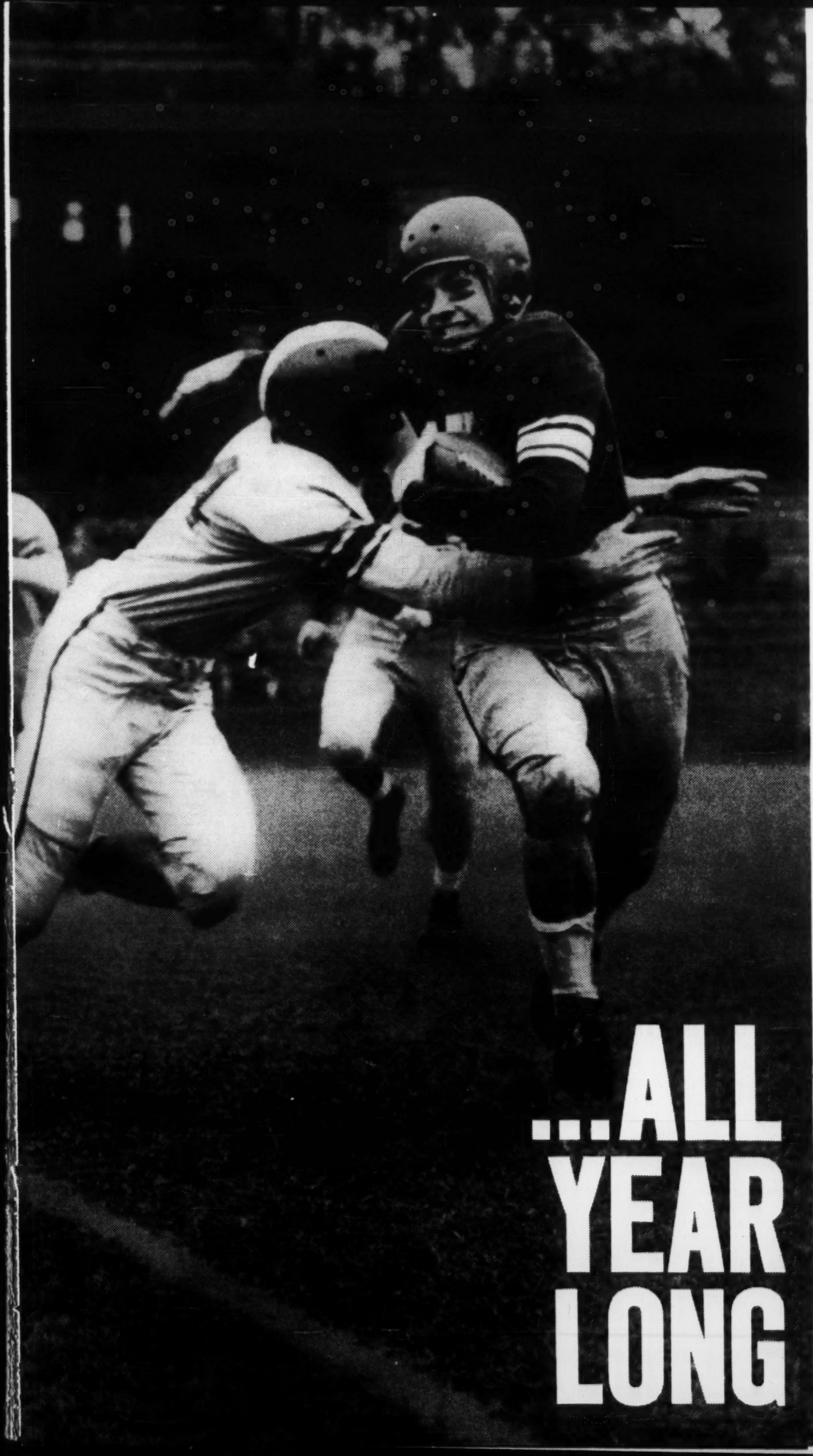
Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's IMPORTANT that constructive entertainment be presented for children. And when BIG and IMPORTANT programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

FOREIGN COIN PROMOTIONS!
Coins and Bills from 1/2¢ up
Send for FREE Catalog or $1 Sample Kit
ROYAL COIN CO., INC.
47-A West 46th St., New York, N. Y.



...ALL YEAR LONG

THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on MONITOR, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

Newspaper Strike Is Settled

A 42-day strike against the *Herald* and the *Press*, Grand Rapids, Mich., newspapers, has been settled. Members of the International Typographical Union approved a two-year contract which calls for pay boosts and expanded fringe benefits. The dailies were the last of nine Booth newspapers in eight Michigan cities to settle the strike which began Nov. 24 (AA, Dec. 1). Strikes at the other seven newspapers were ended before Christmas (AA, Dec. 22).

MAILING IN CANADA?

Postage rates for 3rd class mail in Canada is still 2¢.

Analysis of Canadian Customs effective bulk shipments of Advertising Material into Canada free upon request.

Canada's Largest Direct Mail Organization

Herbert A. Watts Ltd.
135 Liberty Street
Toronto 3, Ontario
(Branch in Montreal)

General Mills Promotes Farm Recipe Contest

The Larro Feeds division of General Mills will sponsor a farm kitchen recipe roundup designed to help the farmer market his products more profitably. The national contest, which runs for two months starting Feb. 1, will offer $17,000 in prizes for the best recipes prepared from farm products in seven categories: Chicken, turkey, dairy products, pork, eggs, beef and lamb.

Sander Rodkin Adds One

Sander Rodkin Advertising Agency, Chicago, has been appointed to handle advertising for Box Finishers Inc., also Chicago. At the same time, William Westervelt, with the agency for eight years, was named vp in charge of all creative activities.

EASY STAGES—*The new Linit starch bottle on the right is now being introduced by Corn Products Refining Co. It was preceded by the new label (center) introduced last spring. Harley Earl Associates, Detroit, designed the package.*

Schwarz Names Scherzer

Morris I. Scherzer has been appointed advertising manager of Schwarz Laboratories, Mt. Vernon, N. Y. Prior to his entry into military service in 1956, Mr. Scherzer was an account executive of Co-Ordinated Advertising Corp., New York.

Morrissey Joins Miles Labs

John D. Morrissey has joined Miles products division of Miles Laboratories, Elkhart, Ind., as an assistant advertising manager. He previously was advertising manager of Stephen F. Whitman & Son, Philadelphia.

Western Agencies to Meet

The Western States Advertising Agencies Assn. will hold its ninth annual convention at Palm Springs, Cal., April 23-25, 1959, at the Oasis Hotel. Ed Belford, Ed Belford Agency, Beverly Hills, Cal., is conference chairman.

JWT Names Meade VP

Richard E. Meade, an account representative in the San Francisco office of J. Walter Thompson Co., has been appointed an agency vp. Mr. Meade joined JWT in 1940 and at one time was manager of the agency's Seattle office.

Lestoil Promotes Keller

Seymour Keller has been promoted to the new position of merchandising manager of Lestoil Inc., Holyoke, Mass. Mr. Keller previously was Lestoil sales supervisor for Ohio, Michigan, Pennsylvania and western New York.

Crowder Heads NOAB Office

Lee H. Crowder has been appointed manager of the new National Outdoor Advertising Bureau office at 3400 W. Sixth St., Los Angeles. He formerly was account supervisor with NOAB in New York.

Anderson Joins Comstock

Charles E. Anderson Jr., formerly an account executive of Schwerin Television Research Corp. and Merrill Anderson Co., both in New York, has been appointed a writer-producer in the radio-tv department of Comstock & Co., Buffalo.

Raker Joins Farm Book

Charles Frederick Raker Jr., formerly a space buyer for N. W. Ayer & Son, Philadelphia, has joined the advertising sales staff of *Progressive Farmer* in its New York office.

Mahoney to American Offset

Thomas P. Mahoney, formerly vp of Regensteiner Corp., Chicago, has been named to the new position of exec vp of American Offset Corp., Chicago.

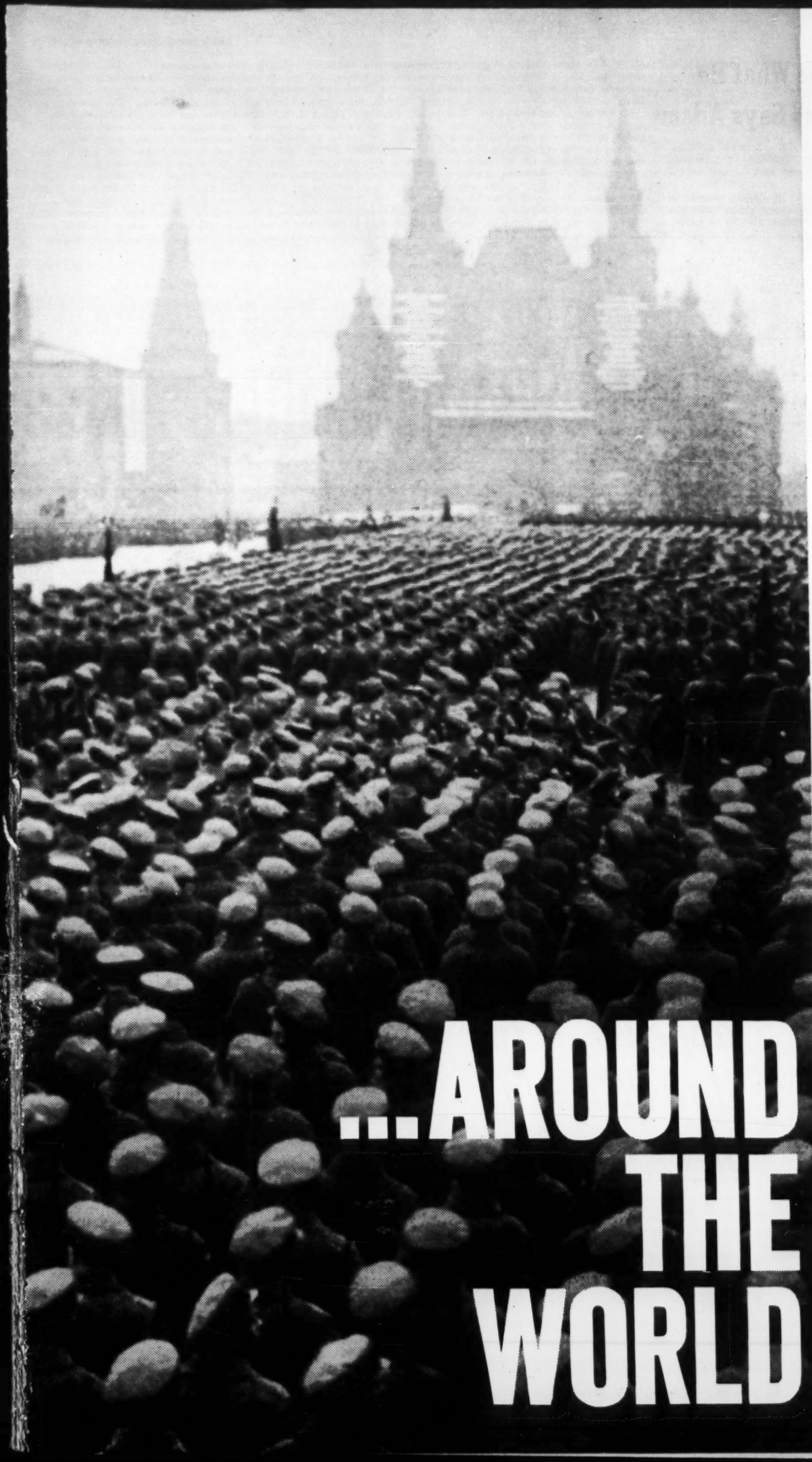
Score it
fold it
...even bend it
and twist it
HAMMERMILL
COVER
can take it

For fresh, crisp sales messages that keep looking that way, ask your printer for handsome, rugged Hammermill Cover. He can supply it in 9 rich, fade-resistant colors and the popular Radiant White—now at the regular price. For efficient production he can select from 165 stock items including four weights and four sheet sizes.

Julia

The Morse Code of advertising, as formulated by account executive Julia Morse, reads like this: The Force of Fashion moves the merchandise. As a v.p. and Fashion Director of Anderson & Cairns, Julia wields this force on behalf of all of our clients—at home and abroad. Her merchandising projects have taken her to London on behalf of Lurex, to Paris for Lesur woolens and International Silk Association, to Mexico for Cashmere Corporation. She is probably the closest thing to perpetual motion you are likely to meet in this business, doubling at A & C as chairwoman of our Women's Point-of-View Committee, and, after hours, as mother of three. At Anderson & Cairns, where we specialize in "The Quality Image That Sells", our creative, research and contact people draw heavily on Julia's knowledge of the sales-power of fashion, color and design. Result: Through our portals pass many of America's best-dressed ads . . . best sellers, too. Come see for yourself. Call Jack Cairns—the number is MUrray Hill 8-5800.

ANDERSON & CAIRNS, INC.
Advertising of Distinction
130 East 59th Street • New York 22, N.Y.



...AROUND THE WORLD

THE NBC RADIO NETWORK

this month launched IMAGE RUSSIA. For four consecutive weeks, four nights a week, an hour-and-a-half each night, IMAGE RUSSIA is exploring every aspect of Soviet life. Listeners hear the actual voices of Russia's leaders, of people who have traveled in the USSR. They visit the theatres, laboratories, labor camps. They hear from American Communists and from former Communists who fled Russia for the West. After a complete, objective, *factual* analysis, they will be able to draw informed conclusions of their own.

Through special broadcasts like IMAGE RUSSIA, and regularly-scheduled programs like NIGHTLINE, MONITOR, MEET THE PRESS, and the NATIONAL FARM AND HOME HOUR, NBC Radio keeps America informed. In 1958 alone, NBC audiences heard:

Secretary of Agriculture Benson on farm problems. Nehru on the 8th anniversary of the Indian Republic. Senator John Kennedy on education. Vice President Nixon on his South American trip. Ghana's Prime Minister Nkrumah on the future of Africa's newest country.

Only a radio network could offer public affairs coverage of such immediacy and magnitude.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

Auto Ad Critic 'Can't Do What He Sounds Like He Can Do,' Says Adams

(Continued from Page 3)

atively immune from criticism." He said the only criticism he has noticed was a "Jehovah-like sentence by Clyde Bedell, a columnist for ADVERTISING AGE." This sentence said:

"Automobile advertising generally, including Cadillac, is largely wasteful mouthwash."

This criticism Mr. Adams characterized as "delicately flavored with humility and tolerance" and said it was unworthy of "respect as professional opinion."

Mr. Adams, the son of the late James R. Adams, creator of Cadillac copy for many years, said a good deal of the criticism of automotive advertising stems from "a lack of awareness of the inherent problems."

■ The basic problem in advertising cars, Mr. Adams said, is to find the "particular superiority" of each one and to sell this difference in terms of "owner appreciation or ego satisfaction." This has always been true in automotive advertising, he contended, but it is especially important today because of the lack of mechanical differences—"all cars perform well."

Mr. Adams warned that "the day we attempt to sell automobiles purely as transportation will be a sad day for the American economy and for the seven out of ten persons whose employment depends upon the introduction into the commercial stream of a sufficient number of new cars each year."

Mr. Adams then defended current automobile advertising against specific criticisms. Showing examples on slides, he denied that the advertising is stereotyped, lacks emotional appeal or fails to deal with mechanical features. He displayed ads for Pontiac, Cadillac, Chevrolet, Ford and Plymouth as "some typical 1959 announcement advertisements I liked."

■ He also refused to accept the criticism that "auto advertising is too pompous ... takes itself too seriously." Commenting on this charge, he said:

"Well, friends, the money involved in the automobile business, the manufacturers' money and the customers' money, is very serious-type money indeed. Nobody in his right mind dies of laughter as he forks over something in the neighborhood of $3,500 for a new car—that's still a mighty serious neighborhood. And I think the manufacturers can be excused for

Would You Use This?

or This?

If you needed real coverage.
It's the same with markets.

San Bernardino (California, of course) is a rich, growing, independent market, more than 60 miles from Los Angeles. It is the largest market in California's 4th, the Pacific Coast's 6th, and the Nation's 29th largest Metropolitan Area. And the San Bernardino Sun-Telegram is the only daily and Sunday newspaper in this outstanding market. Only .0066% of the total circulation of the Los Angeles metropolitan newspapers reach this profitable market.

If you don't want skeleton coverage, call Cresmer & Woodward and get the details on this amazing market and our full coverage.

SAN BERNARDINO SUN and TELEGRAM
San Bernardino, California
Represented nationally by Cresmer & Woodward, Inc.

The newsgathering service

...ACB will capture, tabulate and deliver all advertising you specify appearing in daily/Sunday newspapers

Any ad that runs in any newspaper is important business news to many men in distant cities. And it's ACB's job to supply such news.

It's big news to a manufacturer when his dealers in Tallahassee or Walla Walla or Oshkosh use his mats and push his line; and **this ACB can tell him!**

It is news—essential news—when retail stores drop a manufacturer's advertising and push his competitor's brands. The trade papers he reads will not report it but, **this ACB can tell him!**

The news wire services will never hum with the fact that the Abilene Emporium is running a close-out sale on Domestic Art housedresses. But it is "scoop news" to a certain salesman who is working Nebraska this week, and **this ACB can tell him!**

The newscasters will never tell him but it's news to a salesmanager when the Tulsa branch first shows signs of an alarming drop

not splitting their sides at their responsibility to themselves, their stockholders and to the economy at large.

"Also, there is a general distrust of cleverness which goes back, perhaps, to our frontier beginnings. If this were not so, Adlai Stevenson might now be in his second term in the White House.

■ "But while cleverness for its own sake is under suspicion, a light-hearted approach now and then can set up a warm pre-selling reaction. As witness the Victor Borge commercials for Pontiac." #

Universal Match Buys Adams

Universal Match Corp., St. Louis, has announced the acquisition through merger of S. G. Adams Co., 83-year-old St. Louis metal products manufacturer. While no price was disclosed, cash and preferred stock and a limited amount of common stock of Universal was exchanged for all of the outstanding stock of Adams, and the latter's profits will accrue to Universal from Jan. 1, 1959. Employing about 450 persons, the Adams company will continue as a separate operation, with Stephen S. Adams Jr. remaining in charge as president. S. S. Adams Sr. is board chairman of the company. No change in policy is contemplated.

NBC Names Harry Watson

National Biscuit Co., New York, has named Harry J. Watson promotion manager of its special products division, a new position. He joined Dromedary Co., a Nabisco subsidiary, in 1954 and most recently was assistant to the director of sales in the special products division.

GF Promotes North, White

General Foods Corp., White Plains, N. Y., has promoted James D. North and George E. White to the new positions of assistant general managers of the Birds Eye division. Mr. North was formerly marketing manager of the Jell-O division and Mr. White was manager of operations of the Maxwell House division.

Barker Succeeds Smallwood

W. Gardner Barker, formerly exec vp, has been elected president and chief executive officer of Thomas J. Lipton Inc., Hoboken, N. J., to succeed Robert Smallwood, who has retired. William H. Burkhart, chairman and president of Lever Bros. Co., New York, will succeed Mr. Smallwood as chairman of Lipton.

Wilbur-Suchard Changes Name

Stockholders of Wilbur-Suchard Chocolate Co., 75-year-old Lititz, Pa., chocolate manufacturer, have voted to change the corporate name to Wilbur Chocolate Co. as a first step in a revised marketing setup for its consumer products.

Booth Joins Paris & Peart

George W. Booth, formerly an art director with J. Walter Thompson Co., has joined Paris & Peart, New York, as art director and consultant on special assignments.

that INCREASES SALES

in retail advertising support; or that the competition is plastering the area with nationally released ads. And it's news to the Omaha Division Manager when Colorado merchants do not support his new salesman with ads. All these things, **ACB can tell him!**

It's news to an advertising manager when competition is testing out new copy slants; or pilot runs on new products . . . when substitutes are invading his market . . . when price-cutters are at work . . . when unauthorized vendors enter . . . when name or trademark infringement appears . . . when retailers give him gratis advertising . . . when his co-op allowance is not being used . . . when retail stores bend or break his co-op contract . . . this, **ACB can tell him!**

In all this newsgathering, ACB charges are reasonable. Coverage can be from as little as one month in one city on up to continuous nationwide coverage with never a change in basic rates. There are a dozen choices of coverage, such as: by sales territories; by cities of a certain size; by price of product; etc.

Full information on ACB's 14 Services in our 48-page catalog sent on request, or contact our nearest office.

ACB

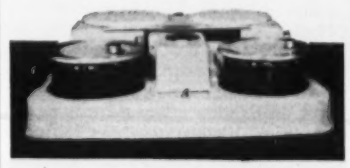
The

ADVERTISING CHECKING BUREAU, INC.

New York (16) 79 Madison Ave. • **Chicago** (3) 18 S. Michigan Ave. • **Columbus** (15) 20 South Third St. • **Memphis** (3) 161 Jefferson Ave. • **San Francisco** (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

MORE AND MORE ADVERTISERS* STAND ON THE QUALITY OF FILMOTYPE *photo lettering* AND TYPE



*Certainly agencies and studios, too, as growing sales records prove.

Filmotype is "the" means to a desirable end . . . profitable business-building! It's remarkably easy to produce highest quality repro proofs right from the Filmotype machine. Actually invites your layout department to be as creative and eye-catching as desired. Whatever the situation, Filmotype quickly supplies the typography and lettering called for. Quality and readership go up . . . your costs go down! See what we mean . . . have a Filmotype demonstration in your own office . . . it's an education.

- Unlimited type selection! The right alphabet available for any approach.
- Easy (and fun) to operate . . . anyone becomes an expert after brief instruction.
- Low cost "Pays-for-itself" plan makes Filmotype easy to own.

USE THIS COUPON Seeing the Filmotype operate deserves priority consideration if it's quality and economy you're after.

FILMOTYPE

FILMOTYPE 7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

Information for Advertisers

"No Cleveland newspaper enjoys broad merchandisable coverage throughout Northeastern Ohio. Only the local newspapers in Akron, Canton and Youngstown are effective for successful sales programming in their areas of influence." So says the **Cleveland Press** in its latest sales presentation, "How to Reach and Sell Interurbia N.E.O."

The *Press* emphasizes the point in the report that to reach this market area best, you must use the *Cleveland Press* (Cuyahoga county); *Akron Beacon Journal* (Summit county); *Canton Repository* (Stark county) and *Youngstown Vindicator* (Mahoning county). For copies of the report, write to the general advertising department, *Cleveland Press*, Cleveland.

• The first reports on consumer buying expectations and product use in Philadelphia and nearby cities are being released to manufacturers and agencies by the **Philadelphia Inquirer.** The information, covering 14 basic product classifications, has been tabulated from data supplied by Sindlinger & Co.

Buying plans, based on three months of interviewing in the Philadelphia retail trading area, are projected for half-year periods following the cumulative samplings. The studies cover automobiles, gasoline, food and groceries, cigarets, tires, homes, home repair and improvements, furniture, house furnishings, major appliances, small appliances, men's apparel, women's apparel and vacation plans. Findings on both the continuing study of buying expectations and the continuing study of product use in the Delaware Valley region are being released quarterly by the *Inquirer.*

• From its January issue, **Automation** is offering a reprint of a 16-page report showing how American industries will spend $5 billion for automation in 1959. The facts were unearthed through a study of 17 industrial plants by *Automation* editors. Copies may be obtained from S. F. Marino, promotion director, *Automation,* Penton Bldg., Cleveland 13.

• **The Boating Industry** is offering reprints from its Jan. 10 show issue. One is "1959 Prospects—Highest Sales-Outlook Rating for Boating Industry" by Peter B. B. Andrews, economist and market development counselor, and "Boating, the Nation's Top Family Sport in 1958." Copies are available to manufacturers and agencies on request to Jim Peaslee, *Boating Industry,* St. Joseph, Mich.

• **Dennison Mfg. Co.** is offering its booklet, "If You Could Be At Every Point of Sale." This book stresses the fact that only by informative labeling can a manufacturer tell the ultimate consumer all the facts about the merchandise. Eight factors are outlined in showing why an informative tag, label, seal or wrap is the easiest, surest way to bridge the gap between producer and purchaser. Copies of the booklet are available at no charge from the advertising department of Dennison Mfg. Co., Framingham, Mass.

• The **Philadelphia Bulletin** has released a new booklet showing the readership of the *Evening Bulletin* and the *Morning Inquirer* by adults, 18 years old and over in families in the Greater Philadelphia market. Data are reported in "Member of the Family," a cross-section study of the families in the 14-county ABC city and retail trading zone. Copies are available on request to Harry Keller, national advertising manager, *Philadelphia Bulletin,* Philadelphia 1.

• "Food Products Used by Southern Farm Families," a study of consumer buying habits among readers of **The Progressive Farmer,** is available in a plastic bound 116-page book, from *Progressive Farmer,* Birmingham 2. The regular $5 price for the book will be waived when requested on the letterhead of an interested manufacturer or advertising agency. This is the sixth in a continuing series of such studies.

• "New Perspectives on Charleston, W.Va. . . . One of America's First Markets" has been released by the recently consolidated operating managements of the **Charleston Morning Gazette** and the **Charleston Evening Daily Mail.** The book shows pertinent data for the Charleston marketing area. Copies are available from the newspaper or its representative, Johnson, Kent, Gavin & Sinding in New York, Chicago, Boston, De-

ACTION!
Two-fisted drama with a one-two punch!
ADVENTURE!
Danger can lurk at every turn of the road!
CANNO
"Cannonball" Mike Malone, one of the rugged men entrusted to maintain the nation's commercial lifeline — the long-haul truckers.

Read-Me-First
power of four color process pictures on your ENVELOPE
(and letterheads, too!)
FREE KIT when requested on business letterhead
Top quality . . . bottom prices
Colortone press
Color Stationery Specialists
2412-24 17th St. N.W., Wash. 9, D. C.

troit, Minneapolis, Atlanta, Greensboro, San Francisco and Los Angeles.

• **Curtis Publishing Co.** has three new studies available without charge: "Distribution of Consumer Units and Their Income" (Release #236); "Survey About Bathroom Scales" (LHJ Release #124), and "Color in Magazine Advertising." Copies may be had by writing the research library, research department, Curtis Publishing Co., Independence Square, Philadelphia 5.

• **Rough Notes** is offering a "Profile of the *Rough Notes* Reader," a composite analysis of the 28,401 insurance men who subscribe to the magazine. Copies are available from John D. Wells, business manager, Rough Notes Co., 1142 N. Meridian St., Indianapolis 6.

• "Approach to the Youth Market," a capsule presentation of the importance of the sub-teen market outlining merchandising opportunities, is available by writing **Young Americans,** P.O. Box 1399, Grand Central Post Office, New York 17.

• A fact book on the multi-million-dollar adhesives market and on **Adhesives Age,** a new monthly magazine serving the market, has just been released. The 24-page, file-size booklet gives the factual background and history of the growth of the adhesives technology and developing needs. Copies of the report entitled *"Adhesives Age . . .* A New Magazine for a Vast New Market," are available from the magazine's publisher, Palmerton Publishing Co., 101 W. 31st St., New York 1.

• "How **American Builder** Readers Operate—A Research Staff Report (with a minority report by [shudder] the Promotion Dept.)" has been published by *American Builder.* The promotion department has amusingly emended the report with marginalia in red explaining the "dry-as-dust" figures. For further information on the report write the research or promotion department of *American Builder,* 30 Church St., New York 7.

• A report on a study of the buying trend of farm families in Illinois and Indiana for 1959 is available on request without charge to advertisers and their agencies who write W. G. Brookman, advertising manager, **The Prairie Farmer,** 1230 Washington Blvd., Chicago 7. #

Terry Heads Media Dept.

Arthur L. Terry has been named director of the media department in the Detroit office of Geyer, Morey, Madden & Ballard. He previously held the same position in the Detroit office of Kudner Agency.

Created and produced by Robert Maxwell,
famed creator of *Lassie,*
and combining for the first time
dynamic action adventure and intense human interest
in a brand-new series.

I
T
C

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100

Though "K" gets a Kick
From assuming this pose,
He feels it's immodest
To wear so few clothes!

Of course, it's false modesty. Nothing can really cover up KHJ Radio's FOREGROUND SOUND. It's been winning agency and client friends for more than 36 years. And the New Year promises to be no exception.

1959 is still a babe in arms, but KHJ Radio, Los Angeles, is an old hand at building cumulative audience through programs beamed at the wide variety of mature, adult tastes that make up America's 2nd market.

KHJ's listener loyalty to both programs and advertisers proves that auld acquaintance is not forgot. (And neither is the loyalty of our auld advertisers at renewal time.)

The naked truth is that KHJ's Foreground Sound is programmed to satisfy the variety of tastes that make up the Greater Los Angeles area.

KHJ RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

ZERO IN ON THE E.B.I. OF...

DAVENPORT METROPOLITAN AREA

267,100 people spend 67% of a per household E. B. I. of $6,189 ___ better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County. Ill. ___

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT

MORNING EVENING SUNDAY

NEWSPAPERS

Represented by Jann & Kelley

Stereo Stars in 4 Fields at Furnishings Mart

(Continued from Page 3)

binaural, hi-fi, monophonic, orthophonic, etc.—not to mention manufacturers' own trade tags for same.

But the idea of stereo, the manufacturers now believe, has gradually been gotten over to the public by the relatively few dealers who have set up proper store demonstrations and, importantly, by the stereo broadcasts that have been used throughout the country by combinations of two broadcasting stations of am and/or fm.

The last big barrier to stereo sales, according to most of the manufacturer spokesmen, was the two-piece problem. Consumers, they say, have resisted the space problem posed by two-unit stereo setups and have insisted on combining the two.

■ Almost to a man the manufacturers have been reluctant, until recently, to combine the two speakers into a single console because it tends to confine extremely the area of proper stereo reception.

But their response to the pressure is evident in almost all lines exhibited this week—some of the combined units showing impressive innovations designed to retain maximum stereo effect.

Philco is showing a Wide-Angle Stereo line featuring "stereo-dors" on both sides of the unit that control pitch of the two sound flows.

Admiral, Columbia and Motorola are all exhibiting portable stereo record players that have been winning considerable attention. (Motorola's $159.95 portable was introduced last July. The company originally planned to produce 6,000 of them in a year, but they have sold so well, a Motorola spokesman says, the company has manufactured 80,000 in just six months.)

Admiral and Columbia have portables with detachable second speakers for playing stereo when desired.

Columbia, still very strong for two separate speakers, is now marketing three single-unit console stereo units and is featuring a $229.95 unit at the low end of the price line.

■ Magnavox reports its separate unit stereos, which it favors, account for roughly 60% of its unit sales, while its newer combined units account for 40%. One Magnavox spokesman said dealer failure to demonstrate stereo properly has been a major reason for stereo's slow acceptance by the public.

Still sticking to its guns about two units, meanwhile, is RCA Victor, one of the longtime promoters of stereo. It still makes no combined units, is pushing its twin units hard and this year is featuring a new tape cartridge for stereo and/or hi-fi reproduction. The innovation greatly simplifies the tape handling job for the machine user.

■ New broadcasting applications of stereo, meanwhile, are being promoted by both Philco and Motorola.

Philco is giving demonstrations at its exhibit of the kind of am stereo broadcasting it wants the Federal Communications Commission to set up standards on (AA, Dec. 15, '58). The big stumbling block, Philco acknowledges, will be the cost to am stations of setting up for stereo transmission. It still hopes to see FCC standards set, field testing completed and station conversion at least started in 12 to 18 months.

Motorola's stereo tv idea, demonstrated here via closed-circuit tv from WGN-TV, made a big impression on dealers who saw it. But Motorola says it's all a couple of years off yet, the main technical obstacle being development of stereo tv transmission techniques.

Motorola, however, does not intend to work alone promoting its idea, but will work through industry groups, particularly the Electronics Industries Assn. (formerly Radio, Electronics & TV Manufacturers Assn.). #

American Felt to Kelly, Nason

American Felt Co., Glenville, Conn., has moved its advertising account from J. M. Hickerson Inc., to Kelly, Nason, New York, and is planning a new campaign on felt home furnishings materials, increased trade advertising, a new corporate campaign.

THE ONLY ADVERTISING MEDIUM WITH THE CERTIFIED WASHABLE SEAL!

AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE BY PROFESSIONAL LAUNDRIES ®

LION BROTHERS COMPANY in Baltimore, Md., has been making Swiss embroidered emblems for more than 60 years. In that time, they have become the world's largest manufacturer in their field.

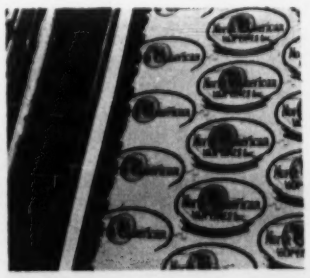
And every bit of advertising, every piece of promotion that Lion does, features the CERTIFIED WASHABLE SEAL of the AMERICAN INSTITUTE OF LAUNDERING!

Why? Because the CERTIFIED WASHABLE SEAL is authoritative proof that a Lion Brothers emblem will always retain its bright colors and smart appearance . . . through wear and professional laundering!

Use of the CERTIFIED WASHABLE SEAL has helped Lion Brothers develop the use of the emblem from a simple identification device to a walking advertising medium for industries like bottling, brewing, trucking and many others whose personnel are in contact with the public.

If you have a washable product, the CERTIFIED WASHABLE SEAL can help your sales, too. Call our New York Office – WIsconsin 7-8738 – to learn how your products can earn the CERTIFIED WASHABLE SEAL.

KEY TO LION'S QUALITY begins with pattern design and punching. Skilled artisans translate a design into embroidery patterns punched on tapes which guide looms through intricate designs.



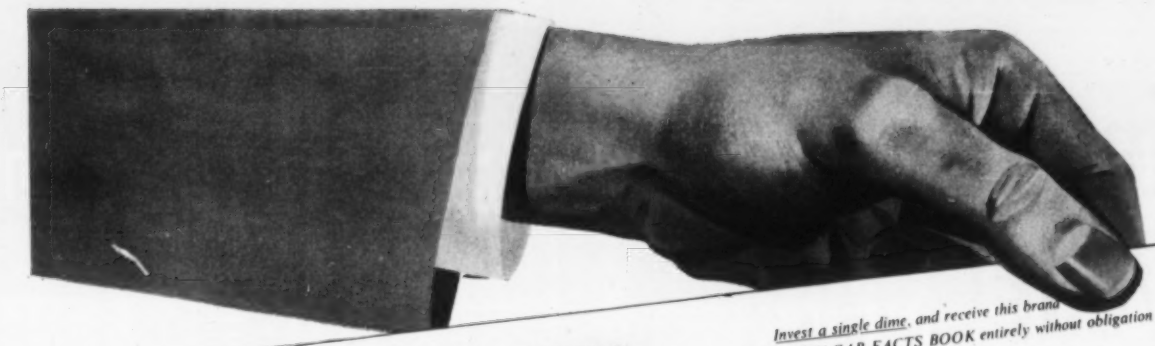
HUNDREDS OF NEEDLES simultaneously stitch complex design on background material. Strict quality control keeps advertising message visible as well as attractive.

GIANT LOOMS, especially made for Lion in Switzerland, are constantly checked to maintain unvarying quality . . . the kind of quality that has earned Lion emblems the CERTIFIED WASHABLE SEAL.

American Institute of Laundering

THE NON-PROFIT RESEARCH AND DEVELOPMENT CENTER OF THE TEXTILE-LAUNDRY INDUSTRIES • JOLIET, ILLINOIS

NEW YORK OFFICE: EMPIRE STATE BUILDING • Telephone Wisconsin 7-8738



Invest a single dime, and receive this brand full-color NEW CAR FACTS BOOK entirely without obligation

WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS

Perfect example of elegant economy: the Custom 300 Tudor Sedan

Economy is the big news in the smart set

The smart set are people who have discovered that the 59 Ford—the world's most beautifully proportioned car—has some wonderful savings news, too!

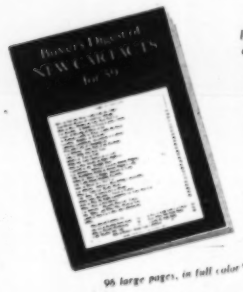
An efficient full-flow filtering system that means less oil changes—every 4000 miles instead of the 1000 miles often recommended. New *aluminized* mufflers that normally last twice as long as conventional types. A new Diamond Lustre Finish is so durable you won't have to wax it *ever!* There's a new lower priced Ford-omatic Drive, too. And all standard Ford engines—Six or Thunderbird V-8—thrive on *regular* gas at *regular* prices!

So if it's savings you're after, come in and get that rich new Ford feeling in the cars with Thunderbird elegance.

AWARDED THE GOLD MEDAL by the Comité Français de L'Elégance, for beautiful proportions—at the Brussels World's Fair.

THE 59 FORDS

Ford's revealing "Buyer's Digest" saves you money, trouble and time before and after you buy any new car!



96 large pages, in full color!

Would you like to discover the real truth about monthly payments? When you should—and should *not*—trade? How to understand the small-print "specifications" in any new-car catalog—and save as much as several hundred dollars in purchase price and operating economy?

Would you like professional, straight-from-the-shoulder tips which help you save tires . . . the "inside" story of needlessly frequent oil changes . . . test-track driver secrets of astonishing gas mileage?

Ford's "Buyer's Digest of New-Car Facts for '59" is an instant reference "encyclopedia" of money-saving answers to *dozens* of questions like these. Included is information which has never before appeared in public print—such as actual Ford "list prices" of every new '59 car model, option and accessory!

Ford's "Buyer's Digest," just off the press, is not for sale anywhere. *But if there is a chance that you may be getting a new car of ANY make in the months ahead, you are invited to receive your copy of this fascinating, easy-to-read book without obligation.* Simply detach and return the special Shipping Label on the right. Send no money except 10¢ for handling and shipping!

Here at last is a book which helps you safely and sensibly consider your investment in *any* make of new car—without mystery, misinformation or costly mistakes. Simply mail your request now—before this obligation-free offer to Reader's Digest readers expires on January 30, 1959—to Ford Motor Company, Box 1116, Detroit 31, Michigan.

Just 10¢ (For shipping) brings you Ford's big, colorful "Buyer's Digest"

crammed with money-saving facts and figures never before published!

Detach and mail special Shipping Label below at once

25 articles like these give you the information you need before you invest in ANY '59 car . . . plus practical, professional tips on getting top performance and economy!

The "Inside" Story of When You Can Use *Regular* Gas
Don't Drain Away Money with Too-Frequent Oil Changes
How Anyone Can Save on Tire Expenses
The Small Car: Fact or Fad?
A Woman's Guide to What's Under the Hood
Common Mistakes in Choosing Optional Equipment
Easy New Method of Banishing Driver Drowsiness
Now Anyone Can Understand the "Small Print" in a Car Catalog
When You Should and Should Not Trade
New-Car Break-In . . . Modern Style
The Truth about Monthly Payments
plus much more!

AVAILABLE ONLY FROM FORD

Fill in Shipping Label on reverse side—
MAIL NOW!

Why did FORD choose Reader's Digest for this unusual advertisement?

. . . because the Digest enabled Ford to reach the largest magazine audience in America—including the largest number of new car prospects!

. . . because the Digest enabled Ford to get immediate coupon-return action—through the use of Reader's Digest's unique back cover gatefold which can be torn off and mailed back as a coupon!

. . . because the Digest enabled Ford to address an audience which has demonstrated a faith in the magazine and a readiness to act on its advertising!

New in automotive history! An offer of a 96-page book that "takes the guesswork out of new car buying." From Ford comes the "Buyer's Digest of New Car Facts for '59"—an encyclopedia "for everyone making up his mind about which new car to buy."

New in publishing history! A merchandising technique which allows an advertiser to address America's largest magazine audience—and start coupon-return action simultaneously! From Reader's Digest comes the unique third-cover gatefold—with coupon attached, ready for mailing!

The Digest audience includes:

- 26 million readers in families that own cars
- 15 million men and 17 million women who can influence car-buying decisions
- 6 million young readers who will soon become part of the car-buying market
- 7 million readers in families with $7,000 or more income

The Digest presented Ford with an audience whose faith in the magazine and in its advertisers prompts *action* . . . a magazine which remains in the home long after it enters it . . . one which is read again and again.

All these factors made the Reader's Digest a natural choice for distributing Ford's interesting and revealing "Buyer's Digest."

These Reader's Digest advantages apply to products in many fields. For example, one nationally famous company, introducing a new bath and toilet bar, used the Digest gatefold for *one ad*, and received a store redemption of 1,800,000 coupons toward the purchase of this new product!

No matter what product you make, what service you sell . . . it will profit you to examine the Reader's Digest advantages as closely as Ford did. The chances are overwhelming you will agree that Reader's Digest is the magazine to help you make *more sales* at *less cost* in the advertising year ahead!

People have faith in the

Reader's Digest

Largest magazine circulation in the U.S. Over 11,750,000 copies bought monthly.

1959 is going to be a great year! With the launching of CBS Radio's new Program Consolidation Plan, network and spot advertisers will reach the biggest audiences in years on the stations of the CBS Radio Network.

(This is the network which, over the past 14 months, has delivered an average of 44 percent larger commercial minute NRI audiences than the second network!)

Leading affiliates coast-to-coast endorse new plan

"The network's programming sets a station above run-of-the-mill stations. And this new plan will give advertisers better clearances. It is a good solution to a fairly rough situation both for network and stations. I feel this puts us all in a healthier condition."

HUGH B. TERRY, Pres.
Aladdin Broadcasting Corp.
KLZ, Denver
(Owned by Time, Inc.)

". . . Let me add that the way we feel about the new Plan is, 'Now you're talking!' 1959 should be quite a year. Prospects for bigger audiences and revenues look good."

ROGER W. CLIPP, Gen. Mgr.
Radio-Television Div.
Triangle Publications, Inc.
WNBF, Binghamton

"We have long had confidence in the values to our stations of affiliation with the CBS Radio Network. Our enthusiasm is even greater now because of the potential we see in the new CBS Radio plan. In our opinion it provides for ideal blending of local creativity with the admitted excellence of network programming, news service and special events."

FRED BOHEN, Pres.
Meredith Companies
WHEN, Syracuse; WOW, Omaha;
KRMG, Tulsa; KCMO, Kansas City

"Our two stations affiliated with CBS Radio Network are enthusiastic about PCP. It will keep intact the important public service programming and the best of entertainment programming, *and* will provide a greatly expanded news service. These are exactly the things we want from a network to complement local programming."

C. WREDE PETERSMEYER,
Pres. Corinthian B'dcasting Corp.
WISH, Ind.; WANE, Ft. Wayne

"Delighted to know plan is all set. I'm confident it will do what it sets out to do: deliver bigger network and local audiences to our stations."

LEE B. WAILES, Exec. V.P.
Storer Broadcasting Company
WGBS, Miami; WAGA, Atlanta;
WWVA, Wheeling

". . . Unites the strongest features of network service with the intimate appeal of local programming, and we predict a new high in WCCO-CBS Radio audience acceptance."

LARRY HAEG, Gen. Mgr.
Midwest Radio-Television, Inc.
WCCO, Minneapolis

"The new plan is a big step forward for the preservation of the kind of radio which the public can get only through a strong network and its affiliated stations. The result is bound to be bigger audiences for station's and network's advertisers."

CLYDE W. REMBERT, Pres.
KRLD Radio Corp., KRLD, Dallas
(Owned by Dallas Times Herald)

"Very enthusiastic about PCP. Sure it will work out for the benefit of both of us."

ROBERT W. DUMM, Pres.
KROY, Inc. Sacramento

". . . Looking forward to this new arrangement. Feel more certain than ever it should prove of great value to our listeners and profitable to all of us—especially advertisers."

RICHARD A. BOREL, Pres.
RadiOhio, Inc., WBNS, Columbus
(Owned by Columbus Dispatch)

"Advertisers in our market gain maximum sales results through PCP. KSL personality programming plus CBS Radio Network features add up to an unbeatable selling combination."

JAY W. WRIGHT, Exec. V.P.
Radio Service Corporation of Utah
KSL, Salt Lake City

"Delighted with this forward-looking step in radio broadcasting. This new relationship between the network and its affiliates brings a dynamic new concept in programming to the American public and will result in even greater values to advertisers."

JOHN S. HAYES, Pres.
Washington Post Broadcast Div.
WTOP, Washington, D.C.

"One aspect I like about it is its definiteness."

LESLIE C. JOHNSON, V. Pres.
The Rock Island B'dcasting Co.
WHBF, Rock Island

"As well as building larger program audiences for both local and network advertisers, one of the most important parts of plan is the hourly national and international news service plus the news in depth CBS News programs. This will give more and better information to listeners in our area than any other station."

CHARLES C. CALEY, Pres.
WMBD, Inc., WMBD, Peoria

"A fine plan and it's going to give advertisers even bigger values than before."

TOM CHAUNCEY, Pres.
KOOL Radio-Television, Inc.
KOOL, Phoenix

"The first real advance in a quarter of a century to make network radio more valuable and useful to the public and advertiser. We applaud it."

WALTER J. ROTHSCHILD
Secy.-Treas., Lee B'dcasting, Inc.
KGLO, Mason City; WTAD, Quincy

WESTERN HORSEMAN
Buy Regional Coverage Separately — California, Washington, Oregon
21,000 ABC Circulation
Page Rate, $220.00

PR Guidebook Published

"How to Think About Public Relations," by Jack Ramsberger and R. H. Sutherland, has been published by Economics Press Inc., Montclair, N. J. The report is available at $25 for the first copy, $5 for each additional copy.

Where typesetting is still an art

POWERFUL PERSUADER

a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE****. Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you . . .* ***CALL***

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois . . . Phone **HA**rrison **7-8560.**

Department Store Sales . . .

Sales Were 3% Ahead in Jan. 3 Week

WASHINGTON, Jan. 8—Department store sales for the U.S. in the week ending Jan. 3 were 3% ahead of the similar week of 1958, the Federal Reserve Board reported today.

For the four weeks to that date sales were 8% ahead and for the year to date, 1%.

▪ Of the 12 FRB districts, only four reported losses: Boston, 6%; Minneapolis, 2%; Kansas City, 8%. Dallas reported no change. The remaining districts reported gains as follows: New York, 1%; Philadelphia, 6%; Cleveland, 10%; Richmond, 4%; Atlanta, 7%; Chicago, 1%; St. Louis, 3%, and San Francisco, 8%.

A detailed breakdown of these sales by the districts is not immediately available for the Jan. 3 week. For the prior two weeks sales were as follows:

	% Change from '57 Week Ending	
Federal Reserve	**Dec.**	**Dec.**
District, Area, and City	**20**	**27***
UNITED STATES	+ 3	+30
Boston District	+ 3	+34
Metropolitan Areas		
Boston	+ 4	+36
Downtown Boston	— 3	+29
Suburban Boston	+16	+47
Cambridge	+ 4	+22
Quincy	+23	+57
Lowell	— 8	+24
City		
Springfield	+ 4	+31
New York District	— 3	+27
Metropolitan Areas		
Buffalo	r— 4	+25
New York-N. E.		
New Jersey	r— 4	+27
Newark	— 3	+28
New York	— 6	+22
Rochester	+ 1	+38
Syracuse	+ 3	+24
Philadelphia District	+ 2	+31
Metropolitan Areas		
Wilmington	r— 3	+34
Trenton	— 5	+25
Lancaster	+16	+34
Philadelphia	+ 2	+34
Reading	r+ 7	+20
Scranton	+ 3	+27
Wilkes-Barre—Hazleton	+ 1	+17
Cleveland District	r+ 3	+26
Metropolitan Areas		
Lexington	+ 6	+23
Canton	+ 6	+21
Cincinnati	+ 5	+24
Cleveland	— 1	+27
Downtown Cleveland	— 4	+23
Columbus	+ 7	+33
Springfield	— 1	+27
Youngstown	— 2	+24
Erie	+ 5	+33
Pittsburgh	+ 8	+20
Downtown Pittsburgh	+ 8	+19
Wheeling-Steubenville	+ 8	+26
Richmond District	+ 2	+30
Metropolitan Areas		
Washington	+ 4	+33
Downtown Washington	— 2	+23
Baltimore	— 1	+26
Downtown Baltimore	— 9	+11
Richmond	+ 2	+25
Atlanta District	+ 3	+28
Metropolitan Areas		
Birmingham	+ 4	+31
Mobile	+ 5	+31
Jacksonville	r+ 3	+31
Miami	+ 1	**
Downtown Miami	— 1	**
Atlanta	+ 3	**
Augusta	r+ 2	+25
Columbus	0	+30
New Orleans	0	**
Knoxville	+ 4	+20
Chicago District	r+ 8	+31
Metropolitan Areas		
Chicago	+ 8	+33
Indianapolis	+13	+27
Detroit	+ 5	+29
Grand Rapids	— 5	+28
Milwaukee	+ 3	+25
St. Louis District	r+ 6	+24
Metropolitan Areas		
Little Rock	+ 9	+34
Louisville	0	+26
St. Louis	+ 5	+18
Memphis	+11	+34
Minneapolis District	+ 3	+26
Metropolitan Areas		
Minneapolis-St. Paul	+ 3	+27
Minneapolis and Suburbs	+ 3	+24
St. Paul	+ 5	+36
Cities		
Duluth-Superior	— 1	+20
Kansas City District	+ 8	+29
Metropolitan Areas		
Denver	+ 7	+29
Topeka	+10	+23
Wichita	— 2	+25
Kansas City	+11	+29
St. Joseph	+ 1	+18
Lincoln	+ 6	+22
Albuquerque	+11	**
Oklahoma City	+ 4	+25
Tulsa	+17	+38
City		
Joplin	+ 8	+22
Dallas District	+ 1	+26
Metropolitan Areas		
Dallas	+ 1	+20
El Paso	+ 4	+23
Fort Worth	+ 3	+35
Houston	— 5	+26
San Antonio	+ 1	+27
San Francisco District	+ 1	r+32
Metropolitan Areas		
Los Angeles-Long Beach	— 1	+34
Downtown Los Angeles	— 5	+25
Westside Los Angeles	— 6	+27
Sacramento	+ 8	+41
San Diego	+ 3	+39
San Francisco-Oakland	— 1	+31
San Francisco City	— 1	+28
Oakland	—11	+20
San Jose	+ 6	+37
Portland	+ 6	+26
Salt Lake City	+ 7	+29
Seattle	+ 3	+27
Spokane	0	+26
Tacoma	+ 3	+24

r—Revised. **Data not available. *The large increases shown for the week reflect in part the fact that this year Christmas was on Thursday and the week therefore included 3 days of heavy pre-Christmas shopping; in the corresponding week last year Christmas was on Wednesday.

TAMPA-
ST. PETERSBURG
...market on the move!
Under the $22,000,000 Sunshine Skyway pass huge tankers that supply fuel oil to TAMPA - ST. PETERSBURG industrial locations . . . as industry, in turn, routes truck fleets of products across the Skyway — out of the MARKET ON THE MOVE to points throughout Florida and the nation.
The fabulous Sunshine Skyway . . . over 15 miles of bridge and causeway connecting the Tampa Bay area with South Florida . . . signifies another giant step forward in the MARKET ON THE MOVE —TAMPA - ST. PETERSBURG.
And in the heart of this vibrant, active market is the station on the move —WTVT— first in total share of audience* with 30 of the top 50 programs.* WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET ON THE MOVE . . . TAMPA - ST. PETERSBURG.
*latest ARB
Station on the move . . .
WTVT TAMPA - ST. PETERSBURG CBS Channel 13
The WKY Television System, Inc.
WKY-TV Oklahoma City
WKY-RADIO Oklahoma City
WSFA-TV Montgomery
Represented by the Katz Agency

Full Prepackaging Predicted for Fruits and Vegetables

Within a few years all fresh fruits and vegetables sold in supermarkets will come ready-packaged from central plants run by the markets on an assembly line basis, *Super Market Merchandising* predicts in its January issue. Several supermarket companies have already had notable success with central produce prepackaging plants, the magazine reports.

'PM' Moves Subscription Unit

Popular Mechanics, which was purchased two months ago by Hearst Corp. (AA, Nov. 24), has moved its subscription department from Chicago to New York. The circulation of all Hearst magazines is handled by one department in New York. About 70 persons were released as a result of the move.

Railway Account to Wayne

The Atlantic Coast Line Railroad Co., Wilmington, N.C., has appointed Tucker Wayne & Co., Atlanta, to handle its advertising program.

LEROY F. NEWMYER, *vp and advertising director of the Toledo Blade, has been promoted to the additional post of general manager. The Blade has not had a general manager for many years.*

Retailers See Hike of 4% in Sales, 7% in Profit in 1st Half

NEW YORK, Jan. 8—The nation's retailers expect sales volume for the first half of 1959 to be up 4% over the first half of 1958, and they look for a 7% rise in profits during the same period, according to a survey by the National Retail Merchants Assn.

Results of the survey of 2,000 of the 10,400 department, specialty and chain stores represented by NRMA, are reported in the January issue of *Stores*, official publication of the association.

More than 70% of those surveyed look for higher volume during the first half of the year; about 25% thought they would stay about even, and 4% expected a decrease.

A smaller percentage of the respondents (57%) think their first-half profits will be better than those of last year, but more than half of the 57% look for profit improvements of 10% or more. Only one in ten of the merchants surveyed expects a poorer profit picture for the first half. About one-third expect the profit margin to remain unchanged.

■ Newspapers, the survey report said, continue to be retailing's prime advertising medium, although 56% reported they were planning to reduce linage. More than half said newspaper rates are higher for them today than a year ago.

One of three stores reported using television advertising, a drop from a year ago when 53% said they used tv. One of seven uses radio—about the same as last year.

Merchandise likely to show the best volume increases this spring is mostly in the soft goods category, led by ready-to-wear and fashion accessories, the survey indicates. Home furnishings and men's wear volume are also expected to be higher in the first half.

■ The merchants reported they believe retailing's biggest problems are in the areas of urban renewal, personnel and the increasingly high cost of doing business. Specifically, store operators are concerned over the need for downtown parking facilities, improved transportation to downtown areas, slum clearance, better caliber of personnel, improved training (esspecially for sales people) and increased productivity.

The NRMA survey also shows that Friday is now stores' favorite night to stay open, with Monday the runner-up. No significant increase or decrease in the number of nights stores remain open was noted. #

Berman Co. Changes Name

The name of Jack Berman Co., New York, has been changed to Amber Advertising Inc. No other changes have been made.

'Family Weekly' Holds Rates

Family Weekly's new Rate Card No. 14B has been issued, listing a corrected list of distributing newspapers. Advertising rates are unchanged from Rate Card No. 14, issued Oct. 1, 1958. The following newspapers have been added: *Progress Bulletin*, Pomona, Cal.; *Sun*, Clearwater, Fla.; *Herald-Review*, Decatur, Ill.; *Gary Post-Tribune; Sun*, Beatrice, Neb.; *Star-Herald*, Scottsbluff, Neb.; *Leader-Telegram*, Eau Claire, Wis. The following papers have discontinued: *Jacksonville Journal; News Herald*, Panama City, Fla.; *Pensacola News Journal; Palm Beach Post-Times; News Star*, Shawnee, Okla., and *News*, Florence, S. C.

Long, Skoll Agency Elects

A shift in the top offices of Long, Skoll & Shireman, Milwaukee, has been voted. Richard E. Shireman was elected president and Robert R. Long was elected exec vp. The offices were reversed when the agency was incorporated in 1958 with Mr. Long as president. Merceline Skoll was re-elected secretary-treasurer.

Daffner Joins Blair Labs

Joseph Daffner has been appointed general manager and director of sales of Blair Laboratories, New York. He was formerly director of advertising and merchandising of Lanolin Plus and vp and general manager of Norex Laboratories.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND — CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

PHOTO REVIEW OF THE WEEK

Devine Hambley Richardson Bennett Fleming Jr. Stoner Wedekind Woolard Boslet Porter

SALES MEET—*This gathering of the clan marked the spring sales meeting of Prince Matchabelli Inc. Present from the company were Owen Stoner, president; Clarke C. Hambley and Paul P. Woolard, vps; and Albert B. Richardson, vp of Chesebrough-Pond's, the parent company. Representing J. Walter Thompson Co., which handles the Matchabelli line, were Arthur A. Porter, vp; Robert J. Boslet, account representative; and Mildred Wedekind, merchandising representative. From Compton Advertising, which handles the Seaforth line, were C. James Fleming Jr., vp; Martin A. Devine and James Bennett, account executives.*

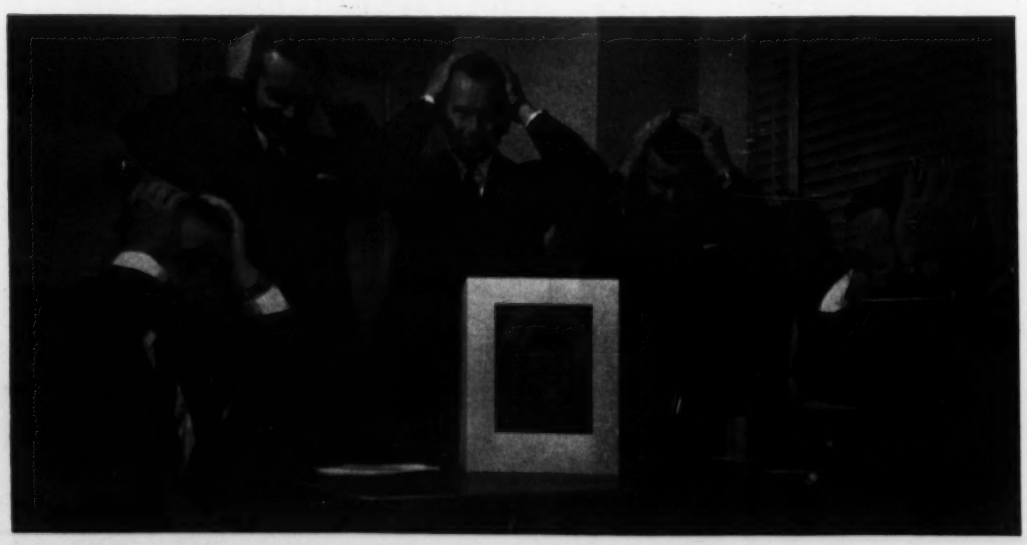
JUNE IN JANUARY—*W. E. Brown (left), pie crust manager, and L. L. Johnson, cake mix head, General Mills, sample Honey Spice Topsy-Turvey cake and Carmel-Strussel peach pie—to be featured in the "Winter Sunshine Fiesta" presented for the second year by General Mills and the Cling Peach Advisory Board. Magazines, supplements and tv will be used in the January promotion.*

Cordier Schooley Cook

GIFT—*Charles Cook, owner-manager of WJPF, Herrin, and president of Illinois Broadcasters Assn., presents a file of radio promotion material to Hubert V. Cordier and Frank E. Schooley, University of Illinois college of journalism professors. The file represents a gift by IBA of a lifetime subscription of Radio Advertising Bureau reports to the university for students' use.*

TALKING BACK—*Allied Florists Assn. of Illinois is using this poster in the Chicago area in an attempt to offset the "please omit flowers" trend. Clinton E. Frank Inc., Chicago, is the agency.*

DRESSED UP—*A bright design in yellow and green brightens up Green River Corp. shipping containers. The new box, designed by Stone Container Corp., Chicago, is shown here with the old one.*



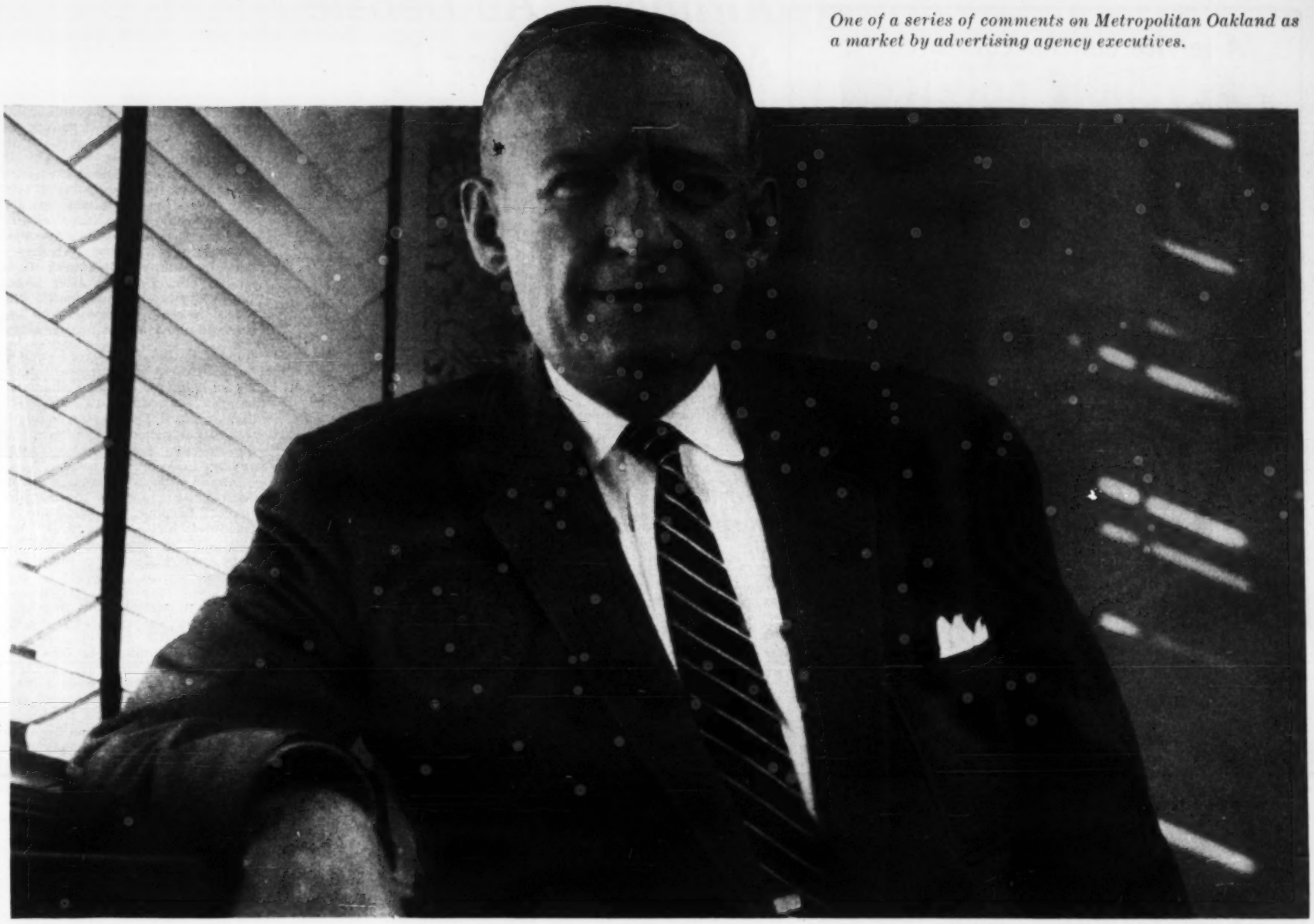
Hill Majors Dupee O'Rourke Carmody

MODEL—*"Headaches," official mascot of the 1959 convention of National Industrial Advertisers Assn., scheduled for San Francisco, June 14-17, "inspires" committee members Robert G. Hill, Columbia-Geneva Steel division, U.S. Steel Corp., general conference chairman; William Majors, Majors & Mattoch; George Dupee, Wall Street Journal; John J. O'Rourke, John O'Rourke Advertising, and Thomas H. Carmody, McGraw-Hill Publishing Co.—all pondering a theme for the national convention.*

Weisman Sandlo Fahey Daley

CHICAGO CLEANUP—*Albert P. Weisman, pr director, and William Sandlo, copywriter, Foote, Cone & Belding, present posters for Chicago's 1959 cleanup campaign to Charles Fahey, executive director of the Mayor's Committee for a Cleaner Chicago, and Mayor Richard J. Daley. FC&B prepared the posters as a public service.*

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

During eight years residence on the Pacific Coast, I was constantly amazed at the explosive growth of Alameda County. On business trips back, since I am again headquartered in the East, I have been impressed with an even accelerated development, both in population and industrial expansion. The fact that total retail sales in Alameda County are the largest in Northern California and larger than those for several entire states, should cause alert marketing executives to devote increasing attention to this market.

BURTON E. VAUGHAN
Vice President and Manager
BATTEN, BARTON, DURSTINE & OSBORN, INC.
PITTSBURGH

ONLY THE

Oakland Tribune

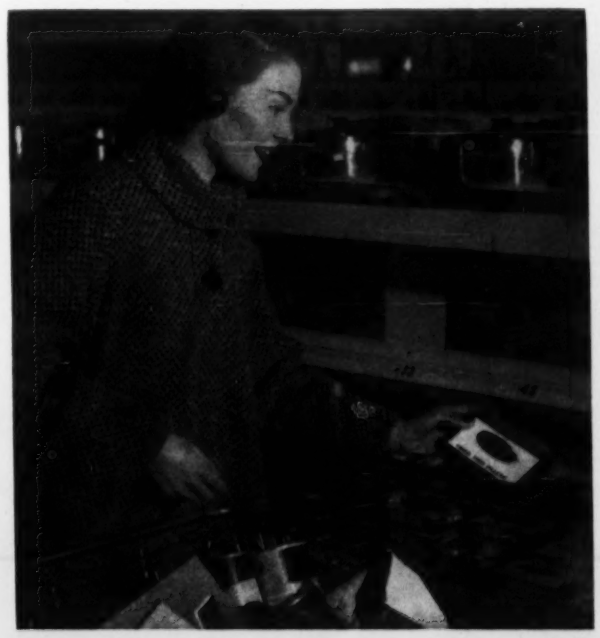
COVERS METROPOLITAN OAKLAND*

Daily 210,537 · Sunday 240,809
ABC Publisher's Statement March 31, 1958

National Representatives: Cresmer & Woodward, Inc.
New York · Chicago · Detroit
San Francisco · Los Angeles · Atlanta

Sunday Comics:
Metropolitan Sunday Newspapers, Inc.

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



"A service mat for curved casts?

Tell me more,"

. . . urges the Agency's production chief.

"It is the Certified Blue Ribbon CC mat, developed in Certified laboratories and tested in widespread newspaper use.

. . . "Gives you the depth and clarity of direct pressure and baking on the form. . . . gets away from the hazards of double stereotyping . . . stands up under automatic casting for needed number of plates."

For less than full page renderings, Certified offers other mats of the Blue Ribbon series, each "tops" in its field. Consult your mat molder or write to—

For dependable stereotyping, rely on Certified Mats

Certified DRY MATS

CERTIFIED DRY MAT CORPORATION, 555 Fifth Avenue, Dept. D, New York 17, N. Y

Airlines, CAB Debate Ads vs. Higher Fares

(Continued from Page 2)

highly perishable commodity, for each 1% dip in the load factor represents an estimated $20,000,000 to $25,000,000 out of the pockets of the airlines.

Each of the four times during the postwar period that airlines introduced bigger and faster planes, the normal growth of air traffic eased the solution. Moreover, airline prices have been kept down, so that they currently are only 1.9% above those of 1938, while bus fares are up 38% and first class rail fares 46%. And airlines have been steady advertisers, increasing their ad budgets from $15,000,000 in 1951 to $33,500,000 in 1957, at a time when railroads trimmed from $16,400,000 to $14,000,000.

Airline ads in newspapers alone amounted to $24,000,000 in 1957, compared with $6,000,000 for railroads, as airlines plowed roughly 2.33% of their gross revenues into advertising.

■ Between 1952 and 1957 revenues doubled, reaching nearly $1½ billion. But net profit fell from $53,000,000 in 1952 to about $25,000,000 in 1957.

More recently, airlines have been sharing in the business recovery, and a number of them have been successful in working out the financing arrangements for their new planes. But before this recovery took place, relations between the industry and the CAB became exceedingly strained, with industry leaders accusing the board of meddling into management matters which are none of the government's business.

Industry leaders contend there can be no question about their enthusiasm for advertising and for special promotional arrangements which help fill seats. While they agree that increases in fares complicate the job of filling their planes, they hint that the high basic fare falls largely on the "must" traveler—usually the business man or government official on an expense account—and they indicate that a whole array of new "promotional" fares will be developed for the benefit of the casual tourist.

■ At the peak of the public dispute between CAB and the industry, Stuart Tipton, president of Air Transport Assn., complained that CAB follows an outmoded "police-the-monopoly" philosophy in regulating airlines. Pointing to the competition which exists among airlines and between airlines and other transportation media, he contended that there is no need for the government to worry so much about fare levels.

"The consumer has considerable freedom of choice," he argued. "He can select among the airlines in many instances, or he can travel by bus, by train, or by private automobile. Most significant, from the standpoint of airline marketing problems, he can simply decide not to travel at all."

When they process airline rate increase applications, CAB members inevitably think back to a similar period shortly after World War II, when airline traffic fell off at a time when the first big postwar planes came into use.

■ At that time CAB urged airlines to experiment with air coach service as a device to reach the mass market. According to CAB Chairman James R. Durfee, the competition of non-scheduled carriers was the decisive factor which forced airlines to go into air coach.

"During the 10 years since that market was tapped," he recalls, "it has become the backbone of scheduled airline growth. In the past year air coach accounted for more than 40% of the industry's business."

In their comments on the industry's problems, CAB members warn that the extra passengers needed to fill the jets are not going to be obtained by diverting more travelers from rail or bus.

"The airlines have been getting a bigger and bigger share of the travel pie," says Louis Hector, a CAB member, "but the pie has stayed the same size. It may well be that airlines will soon have pulled about as many passengers off the trains and buses as they can."

■ He asserts that the airline industry first came into its own as a stabilized industry during the equipment conversion crisis after World War II. With load factor plunging from the wartime 90% plus, airlines went through a management revolution and returned to careful costing, which they had tended to lose sight of during the war.

With the arrival of the new jets, with their big increase in potential payload, he says, it is time for a second revolution in airline management. This time he calls for a revolution keyed to a need to reach the mass market.

"More institutional advertising, more market research, more specifically tailored discounts and services," are needed, he says, to attract the automobile traveler, the person who has never flown or the man who might otherwise spend his two-week vacation at home.

Advertising by itself won't do the trick, CAB people say, unless it is the kind of advertising which is directed at new business.

■ In particular they wonder about some of the promotions which are being used by airlines to compete for first class passengers.

"At a time when airlines are telling people they need higher fares, we tune in our car radios while en route to work, and we hear an airline bragging about the free orchids and the fancy steaks passengers will get if they will fly that particular line," CAB people point out. "They'll never fill those jets that way."

Probably the differences between CAB and the industry are nowhere as sharp as some of the public speeches suggest. While Mr. Tipton complains that airlines face "a negative regulatory policy," Chairman Durfee argues, "Regulation is no substitute for management."

Mr. Hector in particular points

ROANOKE, VA.
is an Exception to the rule

The Standard Metropolitan area yardstick is an unreliable index of total market size where Roanoke, Virginia is concerned. Witness the facts in the right hand column.

The primary market of The Roanoke Times and The Roanoke World-News covers a 16-county area of 7,516 square miles.

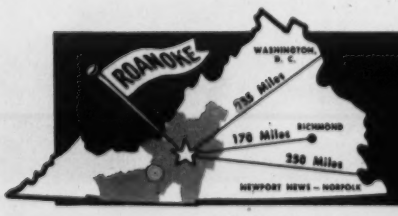
There are 552,000 people in this area. Their buying income and how they spend it you will see when you check the figures on the right.

And here's how the Roanoke Newspapers cover this area: 100% in metropolitan area; 95% in 61 cities and towns; 65% coverage in the 16-county area. How about that!

A Natural TEST MARKET

It is isolated from competing markets, has minimum penetration from outside, self-contained economy, diversified industry, representative population, adequate size, sufficient distributive outlets, good newspaper coverage. Roanoke is a NATURAL Test Market.

Roanoke is a "Burgoyne" City with spot color



THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO

The Daily Newspaper is the Total Selling Medium

Quick Facts About ROANOKE NEWSPAPERS' 16-County Primary Market

ROANOKE NEWSPAPERS' COVERAGE

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	65%

NEARLY HALF-BILLION-DOLLAR-MARKET with 552,000 people.

SIZE of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS: 76th in Nation, with 138,500.

NET BUYING INCOME: 80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS: 74th in Nation, with 158,514.

RETAIL SALES: 82nd in Nation, with $474,497,000.

FOOD STORE SALES: 85th in Nation, with $109,654,000.

EATING & DRINKING SALES: 79th in Nation, with $23,664,000.

GEN. MDSE. SALES: 79th in Nation, with $60,981,000.

APPAREL STORE SALES: 92nd in Nation, with $25,260,000.

FURN. HSLD. & APPL. SALES: 86th in Nation, with $24,884,000.

AUTOMOTIVE SALES: 80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES: 78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES: 106th in Nation, with $28,026,000.

DRUG STORE SALES: 81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES: 74th in Nation, with $40,556,000.

*1958 Survey of Buying Power

out that the decision on fare levels cannot fit easily into preconceived formulas. "Just at the time when increased fares seem indicated to restore earnings," he observes, "the equipment cycle comes along, and lower fares and greater discounts seem indicated, to stimulate traffic and fill excess capacity."

■ He stresses that airlines are not conventional utilities. The public has freedom of choice when it comes to travel, and it is able to demand the latest in equipment even though existing planes are in very fine condition and are rendering a fine, economic service.

"This is quite unlike other utilities," Mr. Hector points out. "The purchaser of electricity cares only about reliability and price. He is not really interested in whether his electricity is produced by coal, oil, water or atomic reaction. The purchasers of most commodities do not care in what kind of factory they are made so long as the product is satisfactory.

"Even the railroad passenger is not too choosy what kind of locomotive pulls the train, provided his particular coach is comfortable," he says.

"But the airline passenger walks out on the loading ramp, looks over the piece of capital equipment that is to perform his service, then climbs up right inside of it—and he wants the latest and best."

■ "In a very real sense the airline's major capital investment is the very product it sells to the public," Mr. Hector observes.

"A carrier with a plane which does not have public appeal has no alternative in the long run but to get rid of it and buy the type of equipment that the public demands."

In the past year, CAB has approved two rate adjustment applications involving rate increases or the elimination of "incentive" arrangements such as stopover rights and round trip discounts. Before going ahead with additional increases, however, the board has insisted on an exhaustive study to determine whether the full 15% adjustment would hinder the orderly growth of the industry.

■ To refute the implication that they are not promotion minded, industry leaders report that a number of new promotional ideas are in the making, as substitutes for discarded plans.

"Our problem," they say, "is to find promotional arrangements which mean new business, rather than concessions to people who already travel with us." As an example, they say, the 10% discount on round trip fares no longer makes sense from the standpoint of the airlines.

"Most people who fly are going to fly back, anyway," it is argued. "So why offer discounts?"

Among the ideas which are getting attention from individual airlines are excursion arrangements and family travel plans tailored to fill seats on days when, or routes where, travel is light. On an industrywide basis, work is moving ahead on tie-ins with auto rental agencies, in an effort to tap the biggest potential source of new business—the motoring public.

■ Airlines also are plugging for a revolutionary proposal standardizing at least four national holidays so that they always fall on Mondays.

"We win both ways on this," ATA leaders point out. "We get the holiday travel. And we avoid those disastrous weeks when a middle-of-the-week holiday completely upsets the normal flow of business travel."

Another important development designed to boost airline revenues is expected to come from current negotiations with travel agents. Airlines are looking for a way to avoid paying travel agent commissions on tickets for business men and others who intended to fly anyway. On the other hand, they are willing to pay more-than-normal commissions if travel agents can find a way to identify the "new" business which they create for the airlines. #

WNTA-TV Appoints Klein

Malcolm C. Klein, formerly assistant general sales manager of KABC-TV, Los Angeles, has been named vp and general manager of WNTA and WNTA-TV, Newark. He takes over the direction of the stations from Gerald O. Kaye, who remains with National Telefilm Associates to work on special projects and to serve as a consultant to the NTA stations.

FOOD SALES?

$245 million in Georgia's money belt

Buy the Georgia Group to blanket the Augusta-Columbus-Macon retail trading area . . . with its $245 million in grocery money. It's one bill . . . one check . . . one order. Combination rate gives savings up to 10% on each ten thousand lines.

For **coverage** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

the new **LEXIDE**, a low-cost cover material

with the hand, the look, the stature of leather

■ The quality of your product and the prestige of your company are reflected by the covers of your catalogue and sales presentation folders. When you select LEXIDE for your covers you may be sure of the best in appearance, feel and durability at a surprisingly low cost. LEXIDE is a one-piece, non-woven cover stock material impregnated with latex. Its pliability gives it the fine hand of leather and it will fold, crease, sew, stamp, score, skive, emboss, print, silk screen or take a super finish. LEXIDE is available in every solid color including the newest pastel shades and in a variety of special effects such as rich two tones and overtone patterns. ■ Fill in coupon or write for free samples.

LFI Latex Fiber Industries, Inc.
Beaver Falls, New York

Latex Fiber Industries, Inc.
Beaver Falls, N. Y., Dept. AA
Please send further information about the new LEXIDE cover material.
name_____
firm_____
address_____
city_____ zone____ state____

Masurel Mills to Zakin

Masurel Mills, Woonsocket, R.I., a division of Etablissements Francois Masurel Freres, has appointed Zakin Co., New York, to handle its advertising in the U.S.

Palmer Joins Bresnick

Mrs. Melina Palmer has joined the creative staff of Bresnick Co., Boston. Mrs. Palmer formerly was with J. Walter Thompson Co. and Walter Weir Inc.

Dowdell-Merrill Adds Merla

Dowdell-Merrill, Dallas, has been appointed to handle advertising and public relations for Merla Tool Corp., manufacturer of oil tools and gas lifting equipment.

Dykstra Joins Feeley

Edward F. Dykstra, formerly manager of the industrial division, Wesley Associates, New York, has joined Feeley Advertising, New York, as an account supervisor.

NEW STATION—NEW COVERAGE . . .

WILX-TV

CHANNEL 10 brings you coverage with

FULL POWER:
VIDEO—316,000 WATTS
AUDIO—158,000 WATTS
ANTENNA HEIGHT—1008'

resultful penetration
in Michigan's "GOLDEN TRIANGLE" area!

WILX-TV, affiliated with NBC, is the *only* television station giving City Grade reception to the three major Michigan cities of Jackson, Lansing and Battle Creek. This rich and heavily populated "Golden Triangle" area has *never before been reached by any single station!*

look at this coverage!

Total State Excluding Metropolitan Detroit		B Signal Area	
Population	43.4%	TV Households	44.0%
Households	44.7%	Farm Population	34.1%

look at this resultful penetration!

Total State Excluding Metropolitan Detroit		B Signal Area	
Retail Sales	47.3%	Retail Automotive Sales	50.3%
Retail Food Sales	44.7%	Retail Filling Stations	46.3%
Retail Drug Sales	48.6%	Gross Farm Income	39.9%

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area** in the nation. Well worth considering . . . just check those figures again!

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS

prime time now available!
RIGHT NOW . . . is the time to contact
VENARD, RINTOUL & McCONNELL, INC.
for complete market information

WILX-TV
CHANNEL 10 SERVING MICHIGAN'S GOLDEN TRIANGLE

NBC

LANSING
BATTLE CREEK
JACKSON

Alfred Diller, 86, Veteran Financial Ad Specialist, Dies

NORWALK, CONN., Jan. 6—Alfred Welles Diller, 86, former financial advertising specialist and onetime vp of the former Merrill, Anderson Advertising Agency, died Jan. 4 at Norwalk Hospital. He had been injured in a fall a week ago.

Born in Brooklyn, Mr. Diller joined the Mutual Life Insurance Co., New York, as an errand boy while in his teens. He became an insurance salesman and later vp of the company, with which he was associated for 25 years.

At the age of 40 he entered the advertising business as an account executive with the old Blackman, Ross Co., which in 1935 became the Blackman Co. and in 1937 Compton Advertising. Mr. Diller continued with the company through its various changes until about 1940, when he resigned to become vp of the Merrill, Anderson agency.

■ He specialized in financial and industrial advertising and received several awards from the American Bankers Assn. for campaigns conducted for various clients. He also served for several years as advertising counsel for the American Bankers Assn. He had been retired for the past 15 years.

JOSEPH H. LONG

HUNTINGTON, W.VA., Jan. 6—Joseph Harvey Long, 95, chairman of the board of the Huntington Publishing Co. and the oldest of West Virginia newspaper publishers, died Dec. 28.

Col. Long, formerly president of the publishing company and its radio-television broadcasting subsidiary, WSAZ Inc., passed away at the home of his son, Walker Long, now president of the company. Col. Long had been in failing health for some time.

Until he was 92, Col. Long arrived regularly at his office each day, walking the two blocks from the hotel in which he then made his home.

A. RUSSELL MARONEY

CHICAGO, Jan. 6—A. Russell Maroney, 64, sales representative of the Northwest Paper Co., with mills at Cloquet and Brainerd, Minn., died in his home here Dec. 11. He has been with the company since 1936.

JACK HARDIN BEAN

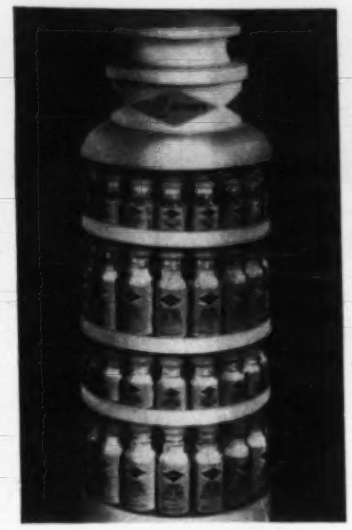
NEVADA, MO., Jan. 6—Jack Hardin Bean, 83, retired editor and a former co-owner of the *Nevada Daily Mail*, died at his home here Dec. 25.

American-Standard Shifts 3

Robert W. Williams, formerly advertising and sales promotion manager, has been appointed general marketing manager of the plumbing and heating division of American Radiator & Standard Sanitary Corp., New York. He replaces Robert W. Lear, who has been named corporate director of marketing. Robert W. Prinslow, formerly advertising and promotion supervisor of heating and cooling, has been named to succeed Mr. Williams.

Gotham Regains Norwich

Gotham-Vladimir Advertising, New York, has regained the international advertising account of Norwich Pharmacal Co., Norwich, N. Y. Norwich has appointed the agency to handle advertising for Pepto-Bismol, Norforms, Unguentine and NP-27 in selected markets overseas and in overseas military markets. McCann-Erickson is the previous agency. Gotham-Vladimir handled the account for many years prior to the McCann appointment.



APPROPRIATE—*This revolving vitamin display, in the shape of an apothecary bottle, was designed for the Evron Co., Chicago, by Elliot, Jaynes & Baruch, Chicago.*

Raffin Joins Westinghouse

John Raffin has been appointed manager, advertising and sales promotion, of Westinghouse Electric Corp.'s Sturtevant division, Hyde Park, Mass. Besides executing ad and sales promotion programs for Sturtevant's air-handling and air-cleaning products, Mr. Raffin will also direct the publication and distribution of all catalogs, buying data, price lists and direct mail programs. He formerly was with General Electric's aircraft gas turbine division as an advertising and a marketing planning specialist.

Buick Magazine Changes

"Buick Magazine," external publication of the Buick division of General Motors, has cut its page size from 8¼"x10¼" to 5½"x8½" and expanded the number of pages. More color pages have been added, and subject matter has been widened. Evan-Winter-Hebb, Detroit, edits and prints the magazine.

Most Still 'See by the Papers,' Sindlinger Finds

RIDLEY PARK, PA., Jan. 5—Newspapers proved to be the most effective means of communication during 1958, according to a yearlong study by Sindlinger & Co., business analyst.

Sindlinger reported that during the average day of 1958, 86,300,000 Americans were stimulated to talk about something they had read in newspapers. A total of 75,700,000 were stimulated by something they had seen on television; 30,100,000 by something they had read in magazines; 38,400,000 about movies playing at theaters, and 32,100,000 talked about radio programs, mostly disc jockeys.

Of the total who talked about newspaper stories each day, 55% of the conversations referred to national news, while 45% talked about local news.

The most talked about news story in 1958, according to the year-end summary of Sindlinger's "talk-about" reports, issued weekly, was the Lebanon crisis July 24. Election returns were second.

■ The Du Pont show, "Harvey" (Sept. 22), was the most talked about tv show, topping even the top-rated Ed Sullivan regular show of July 3.

"The Bridge on the River Kwai" was the most talked about motion picture, according to the Sindlinger report. #

OAAA Supplies Boards for Bar Assn. Traffic Campaign

Outdoor Advertising Assn. of America has made a grant-in-aid of 12,500 24-sheet posters to the standing committee on traffic court program of the American Bar Assn. Commercial valuation of the display space has been estimated at $50,000 for January.

The posters will carry signs with the theme: "Today's violation will mean traffic court tomorrow," in cooperation with ABA's traffic safety program. It is expected the grant will be increased by individual arrangements between local bar groups and OAAA members.

Toni Promotes Skillman

Paul Skillman has been named drug chains merchandising manager of Toni Co., Chicago, succeeding Clark J. Gutman. Mr. Skillman previously was western region sales manager of Toni.

Even I know that...only the ATLANTIC CITY PRESS covers SOUTHERN New Jersey's BEST market!

It doesn't take a club—to drive home the fact that Atlantic City is the first metropolitan area in retail sales per household in the U.S.A. Yet that's just part of the complete market thoroughly blanketed by Atlantic City Press circulation. The only morning paper in Atlantic, Cape May and Cumberland Counties, the Press gives the only consolidated coverage in all of Southern New Jersey.

Separate, local daily editions carry your message to the heart of buying power represented by over 200,000 top-dollar consumers. Buy sales instead of statistics, with the Atlantic City Press!

Atlantic City Press

Southern New Jersey's 'Good Morning' Newspaper
Rolland L. Adams, President
Scolaro-Meeker & Scott, Inc., National Representatives

4 fallacies_____

they can endanger your 1959 sales

Fallacy No. 1—"Debt is excessive!"

Fact: The ratio of total debt, public and private, has *declined* since 1940 in relation to production. Unquestionably some people have gone in over their heads using credit, but they are a minority. The prudent use of consumer credit could safely expand, over the current rate, by 83% in the next five years, without exceeding the conservative relationship of debt to discretionary income that existed in 1940.

Conclusion: Debt is *not* excessive.

Fallacy No. 2—"You can't have *more savings* and *more sales* at the same time."

Fact: Actually, savings and buying *go together as part of a rising* standard of living. For example: in 1938-39, Americans saved only 2.9% of their income after taxes. By 1956, they were saving 7.2% of income after taxes—*more than double.* In dollars, during the same time, consumer purchases multiplied *four* times, while personal savings in dollars increased *10 times!*

Conclusion: The *revenue* from increased production makes possible *increased* savings.

Fallacy No. 3—"Our present type of inflation can be stopped by *slowing down demand.*"

Fact: This reasoning is based on the classic theory that inflation is "too much money chasing too few goods." But there has been no shortage of goods in the last two years. Actually, production capacity has been at least 10% *in excess of demand.*

Conclusion: An increase of 10% *or more* in total consumer demand would *not* be inflationary.

Fallacy No. 4—"Our vast *production* capacity *alone* will create a 700-billion-dollar economy within ten years."

Fact: Production is only half of the story, and the second half at that. *Consumption* is the *determining factor.* Even if production is to go on growing *only* at the rate it has grown in recent years, to justify such growth we shall have to be consuming an additional 147 billion dollars of goods 10 years from now—an increase in our standard of living of at least 50%.

Conclusion: Increased demand is *indispensable* to business progress.

MORAL: It is necessary to expand sales greatly in 1959. Expanded sales offer far-reaching benefits not only for individual companies but for the total economy. Expanded sales can:
—raise the standard of living—*check inflation*—*lower prices*—lower the ratio of our taxes to our incomes.

J. WALTER THOMPSON COMPANY New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami

COLOR

Who prints the brightest colors in the world?

Your Screen Process Printer of course! Call him today.

Put Punch in Point-of-Purchase

Marcus Adds Beer Business

International Breweries, Detroit, has appointed Marcus Advertising Agency, Cleveland, to handle advertising for all its divisions. Brooke, Smith, French & Dorrance formerly handled the Frankenmuth and Southern divisions, and Lloyd Mansfield Co., Buffalo, previously handled International's Iroquois division. Marcus has been the agency for the brewer's Old Dutch division.

Arex Names Schneidman

Arex Products Co., Chicago, manufacturer of hypo-allergenic cosmetics, has appointed Earl G. Schneidman Associates, New York, as its agency. Lynn Baker Inc., New York, is the former agency. Arex plans more extensive use of print media in both the consumer and medical fields this year, plus the use of radio and tv on a test basis in several markets.

KCMO Names Managers

KCMO Broadcasting, Kansas City, has named Richard W. Evans manager of its radio station and S. B. Tremble manager of the tv outlet. Both formerly were commercial managers of the stations.

SWEET SELL—*Christine, Phyllis and Dorothy McGuire will sing commercials for nobody but Coke during 1959 under the terms of a new six figure contract. The spots will be used on radio and television.*

McGuires Join Sales Ranks in Deal with Coke

Growing Number of Stars Find Presenting Commercials Attractive

NEW YORK, Jan. 8—Radio and television just love those singing salesmen—and vice versa.

The latest big name singers to decide that this is a good way to pick up a fancy fee are the McGuire Sisters. For a reported $150,000 plus, they will sing the praises of Coca-Cola during 1959. The commercials will be aired on radio and tv. The pretty brunettes, who have been doing exceptionally well in all phases of show business since they got their big break on the Arthur Godfrey shows, also will make personal appearances for the soft drink manufacturer. Their contract calls for the exclusive use of the McGuire services in radio and tv commercials.

■ By getting into this field, the busiest sister team in show business is joining a most impressive group. There are Patti Page, who does her tv warbling for Oldsmobile, and Dinah Shore and Pat Boone, both of whom sing out for Chevrolet on video.

Eddie Fisher's contract for Chesterfield ends soon, but he, like most of the other Chesterfield stars, has been known to lend a hand with the commercials.

Deep-toned Vaughn Monroe has been one of RCA's main video spokesmen for several years; despite his singing background, Mr. Monroe talks most of his RCA sell. Another singer turned announcer is Bob Wright; this musical comedy star is the tv voice of Kent cigarets. With his commercials on tape, he can be on the stage and television at the same time, if necessary—as it will be when he opens soon in a new play.

■ Perry Como has so many sponsors on his Saturday night program that he escapes the commercial chores. But even the well-heeled Bing Crosby picks up some extra money from commercials from time to time. He and Rosemary Clooney crooned for Ford on their radio series. On tv, Mr. Crosby gave a kitchen demonstration for the American Gas Assn. Balladier Burl Ives was featured in an Eveready battery jingle.

■ While radio and tv commercials obviously are an irresistible lure to many established performers, they also have helped to make stars out of some lesser-known vocalists. Peggy King got a big boost from a hit radio jingle. Dorothy Collins picked up her following as the Lucky Strike girl. Polly Bergen gained valuable experience and reputation through a long run as a Pepsi-Cola tv saleswoman.

You'll also find the stars singing special disc jockey theme songs—an old idea that has come in for a revival—and station identifications in some markets. Here no doubt the singers are not unmindful of the fact that station programming executives and disc jockeys can do a great deal toward helping to put their records on the hit lists. #

Loma Linda Plans Campaign

Loma Linda Foods has scheduled its "biggest" ad campaign for Gravy-Quik, using magazines and radio in the western states. The print campaign, which starts March 14, will use a continuing schedule of color pages in the West Coast editions of *Life* and *The Saturday Evening Post*. A 52-week sponsorship of "House Party" over CBS Radio in the western states began Jan. 6. Radio spots and point of purchase materials and promotions will also be used. Robinson, Jensen, Fenwick & Haynes, Los Angeles, is the agency.

Douglas Food Buys Jellum

Douglas Food Corp., Chicago, has bought Jellum Co., Joliet, Ill., maker of a prepared neutral fruit pectin for making jellies and jams. The Jellum production lines and offices will be moved into the Douglas plant and Jellum will be added to Douglas' line.

IT PAYS TO KNOW THE ANSWERS

The human penchant for figuring things out wrong is probably as old as homo sapiens himself. Stone Age or Electronic Age, however, the man who has the facts is a lot better equipped to arrive at the right answers. People in television and radio who realize this are invariably the ones today who read **BROADCASTING** every week. They depend upon its storehouse of news about everything current in broadcast advertising, gathered and capsuled with authority by the most knowledgeable reporters in the TV-radio business. That's why more professionals **PAY** to read **BROADCASTING** than for the next three publications **combined.** Put extra power in your own bow string with an introductory six-month subscription. Costs you only $1.75 if you say "go ahead" right now. Bill comes later.

BROADCASTING

1735 DeSales Street, N. W., Washington 6, D. C.

★ EDITED SEPARATELY FOR TEXAS AND SEPARATELY FOR OKLAHOMA!

★ MILLINE COST is lower than 29 of 30 other state farm papers!

★ LINE RATE reduced to $3.25!

OFFICES

- 400 N. Michigan Avenue Chicago 11, SUperior 7-6145
- 4321 N. Central Expressway Dallas 5, LAkeside 1-3121
- 420 Lexington Avenue New York 17, MUrray Hill 4-3340
- 500 N. Broadway Oklahoma City 1, CEntral 2-3311

Effective February Issue-

NEW PAGE SIZE

Believing it will help advertisers for state farm publications to be more standardized, The Farmer-Stockman is again published in the larger 760-line page.

SHORTER CLOSING DATES

To coincide with closing dates of other state farm publications, the closing date of The Farmer-Stockman is now shortened to 15 days prior to issue date.

LETTERPRESS PRINTING

The Farmer-Stockman again will be printed by the letterpress process so that materials prepared for other state farm publications can also be used in the Farmer-Stockman.

The Farmer-Stockman

OKLAHOMA CITY - DALLAS

J. H. Hunter, Advertising Director

outdoor says everything Sun-Maid has to sell!

Outdoor Advertising

Poster designed by Mazon Inc.

1. OUTDOOR SELLS NUTRITION
2. OUTDOOR SELLS QUALITY
3. OUTDOOR SELLS APPETITE APPEAL
4. OUTDOOR SELLS PACKAGE IDENTIFICATION

Mr. Carlis Neafus

General Sales and Advertising Manager
Sun-Maid Raisin Growers of California, says:

"Outdoor advertising has been an important area in our advertising strategy for many years. Just how important can be gauged by the fact that we are currently using posting in over 200 markets with showings tailored for our distribution pattern. But even more important is the effect on Sun-Maid sales: Our sales volume has continued to progress and we know our Outdoor program has been an important factor in accomplishing this."

*8 out of 10 people remember OUTDOOR Advertising!**

Standardized Outdoor Advertising, 24 and 30-sheet Posters – and Painted Bulletins

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

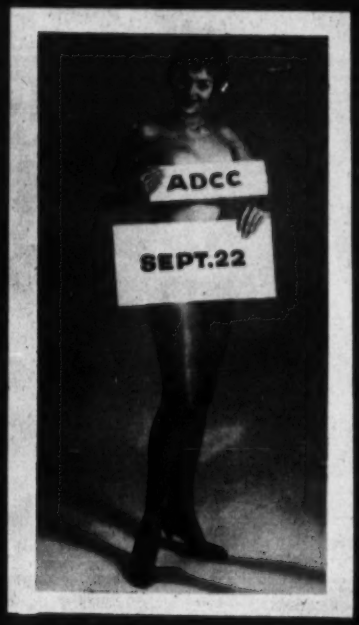
OAI

60 EAST 42ND STREET, NEW YORK 17, NEW YORK · ATLANTA · BOSTON · CHICAGO · DALLAS · DETROIT · HOUSTON · LOS ANGELES · PHILADELPHIA · ST. LOUIS · SAN FRANCISCO · SEATTLE

*Urban Poster Readers – Starch Continuing Study of Outdoor Advertising.

Admen Still Find Unclad Female Form Useful, Ornamental

Hardly as jaded as some fiction has made them appear, admen kept pushing their wares in '58, aided by photos of lightly-draped girls. Here, in Advertising Age's Cheesecake Review, are promoters of Doeskin, Oil Heat Institute, No-Cal, J. Arthur Rank films, Marly cosmetics, Hot Shot insecticides, Bureau of Advertising, California Cobblers.



Bell Pushes 'Call Director' Multi-Button Telephone

The Bell System, American Telephone & Telegraph Co., is launching a campaign in January to introduce the "Call Director," a multi-button phone with the hand receiver cradled at its side. The phone is designed for people in business who make or take a lot of calls. Ads for the new phone will appear in *Business Week, Dun's Review & Modern Industry, Fortune, Management Methods, Modern Office Procedures, Nation's Business, Newsweek, Office Management, Time* and *U.S. News & World Report.*

On a local basis, individual Bell companies will use newspapers, direct mail, displays, etc. N. W. Ayer & Son, Philadelphia, is the agency.

K.C. Adclub Elects Hilburn

John D. Hilburn, president of Boese-Hilburn Electric Co., has been reelected president of the Advertising and Sales Executives Club of Kansas City, Mo. Other officers are Claude Cochran, general agent for Cochran-Lowry, agency for General American Life Insurance Co., 1st vp; Jack Bernet, ad manager of Business Men's Assurance Co., 2nd vp; Mrs. Russell Stover, founder and partner of Russell Stover Candies, 3rd vp; Gordon Parkinson, flight planning superintendent of TWA, secretary, and Clarence Breazeal, assistant manager of KCMO Broadcasting Co., treasurer.

Mages Sports Stores Plans Sale of Foreign Autos

Mages Sporting Goods Co., operator of 12 stores in the Chicago area, will sell the German-made Prinz and Isetta cars from its retail outlets. They will be displayed in the stores and serviced through three Chicago locations.

Ad plans are not completed, Mages said, but the introductory campaign in early spring will include use of b&w newspaper ads, spot radio and the Mages tv shows. The two-passenger Isetta sells for less than $1,000, Mages said. The five-passenger Prinz and Isetta list for $1,398.

Agency Formed in Roanoke

Associated Advertising has been formed in Roanoke, Va., with Fred L. Corstaphney as director of administration and John Will Creasy as director of production. Mr. Corstaphney formerly was promotion director of WSLS and WSLS-TV, Roanoke; Mr. Creasy formerly was director of publicity of S. H. Heironimus, a local department store. The new agency's address is 709 First Federal Bldg.

Safeway Sets Paper Sale

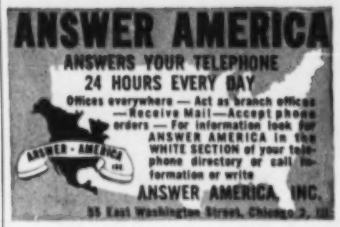
The 175 Safeway supermarkets in metropolitan New York will hold a chain-wide household paper products promotion Jan. 15-24. Featured will be the full line of Scott Paper Co. To support the promotion, Safeway has purchased more than 40 carloads of Scott products, with a retail value of more than $300,000. The sale will be advertised in 38 newspapers in the area, starting Jan. 15.

Sy Rosen Advertising Bows

Sy Rosen, formerly vp in charge of advertising and sales promotion of Flex-Let Corp., has set up Sy Rosen Advertising with offices at 160 Sixth Ave., New York. His first accounts are Julian Hess, kitchen engineer; Lazare Kaplan & Sons, jeweler; Nelson Laboratories, ethical drug producer, and Jay Chemicals, manufacturer of commercial detergents. All were previously handled by Dobbs Co.

Prutzman Adds Atlas E-E

Atlas E-E Corp., Woburn, Mass., manufacturer of electronic component-mounting hardware and miniature trimmer capacitors, has appointed Darrell Prutzman Associates, Providence, R.I., to handle its advertising.


ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call Information or write
ANSWER AMERICA, INC.
35 East Washington Street, Chicago 2, Ill.

Important scoop at Telestudios! In the monitor: a SEALTEST ICE CREAM "take." In TELESTUDIOS' control room: astute N. W. Ayer executives take all the second looks they like to assure top quality results for their quality-conscious client. It's all done in minutes while the crew stands by to shoot another "take." That's because it's done with "tape" at TELESTUDIOS, playing back instantly, on command. And at TELESTUDIOS you also command 13,000 square feet of videotape plant . . . 4 complete broadcast camera chains . . . new 70-position dimmer board . . . top notch technical staff. All this plus custom service treatment . . . top management personalized treatment. That's why more and more, big selling names such as Sealtest and N. W. Ayer take to the live quality look, the low cost you get with "tape" at TELESTUDIOS. That's the scoop—"tape" at NTA's TELESTUDIOS.

ARE YOU TONGUE–TIED IN ALUM BANK, (PA.)?

Sales message not coming through loud and clear? If you have anything to sell in Alum Bank, or in any of the towns in the four-county Johnstown, Pa., market, you'd do well to include The Tribune-Democrat in your advertising budget. Get your share of this $350,000,000 market, where advertisers have been getting results for 105 years by using The Tribune-Democrat.

Write today for Johnstown's PERSONALITY PACK
filled with facts and maps giving character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

Canadian PR Meet Planned

Canadian Public Relations Society will hold a two-day conference April 23-24 in the Royal York Hotel, Toronto, with the theme, "Public Relations in a Time of Change." George A. Lawrence, of Imperial Oil Ltd., Toronto, is chairman of the program. Talks, panel discussions, workshop sessions and exhibits are planned.

Starts Annual Report Service

The Institute of Visual Training, New York, has established a new department specializing in the production of motion picture versions of annual reports for corporations and banks. Distribution of the films, in addition to their use at stockholders' meetings, will be to service clubs, schools and colleges and other audiences.

HOW DO YOU KNOW WHEN THE MELON'S RIPE?

Anybody can thump a watermelon, but it takes experience to know when it's ripe. Right now, the juicy farm store field is ripe for a publication all its own—*Farm Store Merchandising*. The market's a juicy $22 billion. Wouldn't you like a slice?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

Three Join Gordon Best

Three men have joined Gordon Best Co., Chicago. They are Joel L. Martin, formerly with Emil Mogul Co., vp for research, media analysis and marketing; Tom Whitehead, previously with George H. Hartman Co., copy chief, and Larry Rubin, formerly with Lilienfeld & Co., an account executive.

Collyer Boosts Hesler

R. J. Hesler has been named senior account executive for the Montreal office of Collyer Advertising Ltd. With Collyer since 1956, Mr. Hesler will also serve on the plans board as specialist on client relations and coordination of services directed to development of campaigns.

ANA Sets Workshop

The Assn. of National Advertisers Inc. will conduct its fourth annual workshop on advertising to business and industry at Hotel Webster Hall, Pittsburgh, March 5-6.

'Sarasota News' to Shannon

Shannon & Associates has been appointed national advertising representative of the *News*, Sarasota, Fla.

VIDEOTAPE
DYNAMIC
NEW DIMENSION
IN TV ADVERTISING
However you measure it — quality, convenience or economy — tape adds new dimensions to television advertising, and for at least 9 good reasons:
TAPE OFFERS THE ADVANTAGES OF LIVE TV
• Use of popular local personalities
• Conveys a sense of immediacy
• Permits last minute copy changes
PLUS THE ADVANTAGES OF FILM
• Perfect performance every time
• Accuracy of the sponsor's message
• Identical commercials in all markets
AND THE ADVANTAGES ONLY TAPE CAN OFFER
• Immediate viewing of the recording
• Erasability and re-usability
• Change audio without affecting video
REDWOOD CITY, CALIFORNIA
Offices and representatives in principal cities throughout the world
Proudly displayed by progressive stations in major markets everywhere
VIDEOTAPE
AMPEX CORPORATION
professional products division

Coming Conventions

•Indicates first listing in this column.

Jan. 16-17. Mutual Advertising Agency Network, first quarterly business and workshop meeting, Plaza Hotel, New York.

Jan. 19-21. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 23-25. Advertising Assn. of the West, midwinter conference, San Jose, Cal.

Jan. 23-25. National Advertising Agency Network, eastern regional conference, Hotel Statler, Washington, D. C.

Jan. 27. Magazine Publishers Assn., Midwest regional convention, Sheraton Hotel, Chicago.

Jan. 29. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Pierre, New York.

Feb. 15-17. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 26-28. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 5-6. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D. C.

March 6-8. Affiliated Advertising Agencies Network, Midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

•March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-14. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. Bureau of Advertising, American Newspaper Publishers Assn., Waldorf-Astoria, New York.

•April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

"YOURS"—*J. Walter Thompson Co., Chicago, as a public service, designed the Easter seals and poster for this year's campaign by the National Society for Crippled Children & Adults.*

Sher Joins Clinton Frank

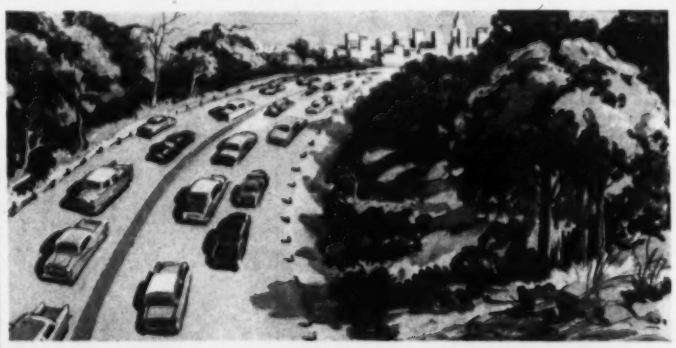
Frank Sher has joined Clinton E. Frank Inc., Chicago, as an art director. Mr. Sher was formerly an art director of Earle Ludgin & Co., Chicago. The Frank agency has expanded its offices in the Merchandise Mart—adding 5,000 sq. ft. of space.

Brady Agency Boosts Stewart

Roy R. Stewart has been promoted to director of the newly reorganized media and research department of Brady Co., Appleton, Wis. He joined the agency a year ago as an assistant account executive.

Ploetz Opens Agency

Lester H. Ploetz, formerly an account executive of Fletcher D. Richards Inc., Chicago, has opened an agency, Lester H. Ploetz Advertising, at 400 W. Madison St., Chicago.



MORE PERSONAL CARS PER CAPITA MEANS BIGGER AUTOMOTIVE SALES!

Tulsa ranks number one in the nation in ownership of personal automobiles per capita. Here's a good index to general prosperity, and a bonanza for advertisers. Automotive sales in Tulsa County totaled *$106,000,000 in 1957 alone! This year, sales will be even greater—and Tulsa World, Tulsa Tribune advertisers will take the lion's share.

★Sales Management 1958 Survey of Buying Power

For More Business, Use the Oil Capital Newspapers

TULSA WORLD TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

NTA Lures Sponsors With Merchandising Promotion Program

NEW YORK, Jan. 6—The latest lure being offered to syndication sponsors is National Telefilm Associates' "manpower-backed merchandising."

In short NTA not only promises to supply advertisers with a raft of merchandising materials, the distributor also will furnish local promotion men to see that the exploitation tools are put to good use.

Neither the manpower nor the materials will cost the sponsor "one extra cent," according to the announcement ads.

■ This offer is being used as sponsor bait for such NTA syndicated series as "Adventures of William Tell," "Walter Winchell File," "Georgie Jessel's Show Business," "U.S. Marshal" and "Official Detective."

Lester Krugman, executive director of advertising, promotion and merchandising at NTA, explained that men as well as materials were included in this plan because so many sponsors of tv film series do not have the manpower to make the merchandising tools work.

Few fields are more promotion and exploitation minded than the tv syndication business. The syndicators' ace promotion men constantly vie with one another in a search for new ideas or novel gimmicks designed to help salesmen interest potential sponsors and current sponsors to get the most out of their tv expenditures.

■ Mr. Krugman said NTA's "manpower-backed merchandising" plan will go into operation soon for advertisers in Buffalo, Pittsburgh, Cleveland and Clarksburg, W. Va., but he would not reveal the name of the advertisers. They include, he said, a brewery, drug chain and retail food chains.

The amount of free help an advertiser gets from NTA depends on the size of the city or cities bought, the number of markets bought and the length of his contract. If there are alternate sponsors and both want in the merchandising act, it becomes a bit more complicated. The advertiser who signs first will probably end up with many of the best materials.

■ Specifically what does NTA promise a sponsor? Mr. Krugman gives these two examples. A sponsor who buys the "Adventures of William Tell" for 52 weeks in Albany, N.Y., may have the free services of a local promotion expert for five weeks of his choice plus his selection of the following (all of which will have the sponsor and station imprint): 1,000 hats, 500 hole-in-the-head arrows, 1,000 bow and arrow sets, 1,000 comic books, 1,000 shopping bags, 1,000 8½ x 11 posters, 1,000 window streamers, 1,000 autographed photos of the star, 1,000 letterheads, 1,000 buttons, 1,000 shelf talkers, 1,000 post cards and 1,000 recipes.

(Not many advertisers buy 52-week runs these days, but NTA prefers to do its arithmetic in those terms. If a sponsor buys a shorter run, he will get less of all the materials.)

■ Example No. 2 is for a 52-week contract on the "Walter Winchell File" in Philadelphia. Here the promotion man's services, NTA reports, will be available for 13 weeks. And the advertiser may have such things as 1,000 magic slates, 2,000 emergency telephone dialers, 1,000 letter openers, 5,000 window decals, 5,000 secret message postcards, 5,000 buttons, 5,000 book covers, 5,000 safety comic books, 10,000 secret code cards, 5,000 autographed photos, 10,000 Winchell column handbills, 5,000 letterheads, 5,000 streamers and 5,000 posters. #

Girouard Joins Silan Ltd.

Howard R. Girouard has been named general sales and advertising manager of Silan Ltd., New York, the American branch of Silan, Crotti Renato & Co., Bologna, Italy, maker of women's and men's sportswear. He formerly was general sales and advertising manager of Morgan Clan Knitting Mills, Newark, and of the Emmaline Knitted Sportswear Co., New York. Silan will open branch sales offices in Chicago, Dallas and Miami and a combined showroom-warehouse in California. A national ad push in both consumer and trade publications will be undertaken this year to sell Silan products.

Edison Unit to Newark Agency

The Edison storage battery division of Thomas A. Edison Industries, a division of McGraw-Edison Co., West Orange, N.J., has moved its advertising account from J. Walter Thompson Co., New York, to Black, Little & Co., Newark. Thompson continues as the agency for the Edison Voicewriter division.

WTAR Appoints Evans

James W. Evans has been named promotion manager of WTAR and WTAR-TV, Norfolk. He formerly held a similar post at WSOC-TV, Charlotte. Hal Powell, promotion director for the past three years, will be assistant promotion manager.

Farm Equipment Book Expands

Effective with the January issue, *Southern Farm Equipment*, formerly combined as a section in *Southern Hardware*, will be issued as a separate publication. Basic page rate is $270. W. R. C. Smith Publishing Co., Atlanta, is publisher.

Collen, Frankel Join Kling

Harold Collen, former western advertising manager of Pine Publications, has been named vp and account executive, and Bernard Frankel, former advertising manager of Concrete Publishing Corp., has been named an account executive of Kling Studios, Chicago.

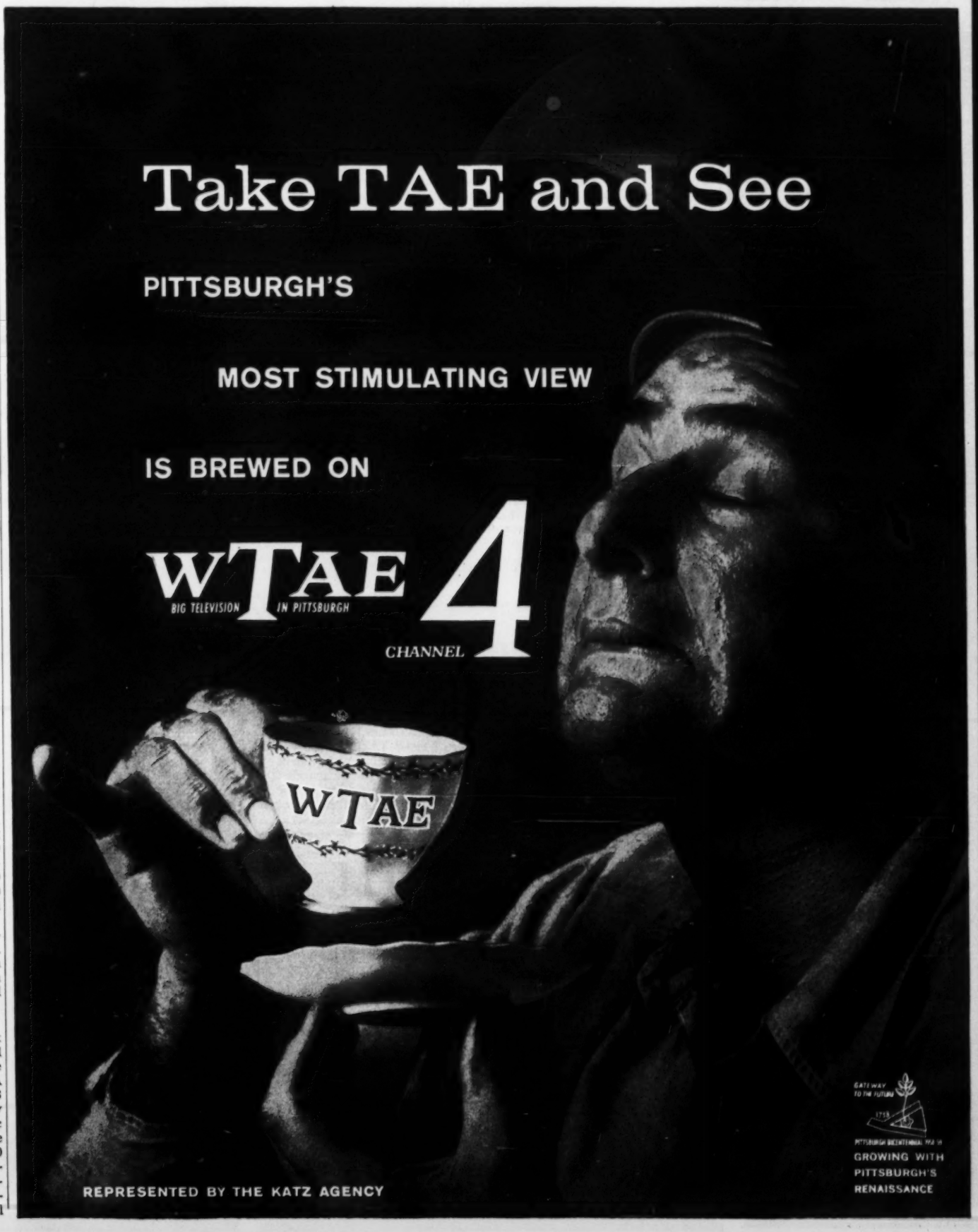
PR Co. Offers 15% to Agencies

N. E. Paton Jr. Associates, Kansas City, is offering agencies a regular 15% agency commission on client public relations business placed with Paton.

Tip-Top Promotes Livingston

Louis Livingston, formerly assistant cake superintendent at Ward Baking Co., New York, baker of Tip-Top bread and cake, has been appointed manager of the cake line.

fit type
IN SECONDS!
Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only $7.50
HABERULE
BOX AA-245 • WILTON • CONN.



WPTF

Raleigh-Durham
the Nation's

28th

Radio Market

has Greater RETAIL SALES than the 10th Metropolitan Market

You're ahead when you buy radio by Radio Markets. That's the way to reach the maximum number of people per ad dollar.

28th Radio Market - WPTF
$2,545,732,000

28th Metropolitan Market
$816,675,000

10th Metropolitan Market
$2,503,361,000

NATION'S 28th RADIO MARKET
NIELSEN #2

WPTF
50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngstedt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Freeman Eng Macdonald

SAMPLES—*Minnesota Governor Orville Freeman and G. R. (Bucky) Macdonald, sales promotion manager of the Minnesota Farmer, entrust a case of eggs for Alaska's new governor, William (Bill) Egan, to Northwest Airlines Hostess Ruby Eng. The shipment was part of a promotion program on behalf of Minnesota eggs which is being spearheaded by the farm publication. Eggs are a $100,000,000 a year business in Minnesota.*

Along the Media Path

"There never was any dearth of news, because of the prominence of the six-gun as a part of the wearing apparel of El Paso men," according to "Frontier Newspaper: The **El Paso Times**," a new book by John Middagh, professor of journalism at Texas Western College. The book hits the highlights of city and newspaper history from the time of the *Times'* founding in 1881 to the present. The 336-page volume was produced as a joint venture of the *El Paso Times* and the Texas Western College Press and sells for $6.

• So that New York agency art directors can see examples of the use of full color in newspaper advertising, **Moloney, Regan & Schmitt** is sending them tear sheets in a file folder. New York agency men almost never get a chance to see color in their own New York newspapers, the representative says, because only two Manhattan dailies print color at all, and these just black and one color. MR&S plans to mail samples of effective use of color monthly during the next six months.

• **McGraw-Hill Publishing Co.** has issued a new 20-page booklet which gives the results of surveys on advertising effectiveness. Told about, and charted, are McGraw-Hill findings on such ad elements as size, color, length of copy, bleed and repetition. To obtain a copy, write to Walter Persson, promotion manager, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36, and ask for "A Brief Guide to More Effective Advertising."

• Beginning in February, every other issue of **True** will include a bonus supplement. The first, a 4x6" booklet on "The Un-Uxorious Male Animal," will be a 24-page insert of 27 cartoons showing males as the dominant personalities and rulers of the roost, *True* says. *True* also says that it will spend $30,000 in a five-day campaign over Mutual Broadcasting System to promote the special insert.

• **Electrical West** will be dressed up with full color covers starting with the January issue. The issue also marks the first for full color advertising. McGraw-Hill publishes the magazine in San Francisco.

• **Coronet** reports that its March issue will contain its biggest western travel promotion, with ads by 14 western travel advertisers in a single ad section.

• **Mining Engineering** made triple use of illustrations from a German book, "Mining in the Arts"—first as a cover for its December issue (showing 18th Century mining musicians of Bohemia). Reprints of the cover were used as a Christmas greeting and the reverse as a calendar to remind advertisers of closing dates.

• **American Broadcasting Co.** is using millions of grocery sacks in about 8,000 grocery stores in the East and Midwest as a medium to promote its daytime tv shows.

• Dean Faulkner, promotion manager of **KOA-TV**, Denver, won the $5,000 first prize for the basic station conducting the outstanding local promotion campaign in support of **NBC-TV's** daytime program lineup in an NBC-TV $25,500 contest. Peggy Cooper, promotion manager of **WITN**, Washington, N.C., won the $5,000 first prize for the best campaign by an optional station.

• **Progressive Architecture** now has available a summary of the results of a readership study. For a copy of the summary, write Keith Aldrich, research and promotion manager, *Progressive Architecture*, 430 Park Ave., New York 22.

• **WXYZ-TV**, Detroit, has completed its new tv tower—the tallest tv tower in southeastern Michigan, according to the station.

• In a direct mail piece, **WJR**, Detroit, is offering a demonstration record of samples of radio commercials developed by its recording and production division.

• **WCCC**, Hartford, is again providing "Good Skating, Good Music"—a closed-circuit program

Some things are bigger than you think

(The five metropolitan areas exceeding 1,000,000 population and not shown on map are: Chicago, St. Louis, Minneapolis-St. Paul, Milwaukee and Kansas City.)

Metropolitan Peoria Area

for example, is bigger and richer than any of the North Central markets shown on this map.

In fact, Metropolitan Peoria has more people, more consumer dollars and more retail sales than *any* market up to a million population in Illinois, Iowa, Minnesota, Missouri or Wisconsin.

It's worth remembering — and also remember that Peoria Journal Star is the ONE newspaper that covers Metropolitan Peoria, plus Peoria's 13-county BILLION DOLLAR MARKET.

Peoria Journal Star

Ward-Griffith Co., National Reps.

Call DOOLITTLE
FOR THE BEST IN . . .

OFFSET PLATEMAKING

and all other direct mail operations

DOOLITTLE & CO., INC.

320 N. Dearborn St.
Chicago 10, Ill.
SUperior 7-1722

6-8 W. 20th Street
New York 11, N. Y.
CHelsea 2-6092

ESTABLISHED 1920

WINNER—*Fisher Black (right), editor and publisher of Electrical World, receives $500 as first prize in a companywide editorial program by McGraw-Hill Publishing Co. Nelson Bond, president of McGraw-Hill's publications division, presents the check.*

providing music for skaters in Hartford and suburban communities. The music is heard during afternoon and evening hours, seven days a week.

• **Suburbia Today** has gathered in booklet form a number of its cartoons of suburban life which earlier were mailed separately as promotion pieces. The booklet promotion piece is available from *Suburbia Today*, 153 N. Michigan Ave., Chicago 1.

• A folder entitled "Nothing But Progress" explains the services of **National Business Publications.** Copies are available from Robert E. Harper, president, NBP, 1913 Eye St., N.W., Washington 6.

• Results of a survey of boys' views on science and engineering subjects have been published by **Boys' Life** and are available from Harold Levitt, promotion director, 2 Park Ave., New York 16. According to the group surveyed, boys now agree that science and engineering help humanity and three quarters of the group "like science and engineering." The per cent of the total respondents to the survey who want to go to college is 80%.

• A special foil cover will be the highlight of the February issue of **Ice Cream Review.** The foil-laminated cover will be used to extol the potentialities of aluminum in ice cream packaging.

• Top winners in a sales incentive contest at each of the **Balaban Stations** will win Cadillacs. The first winner was Dan Hereford, account executive of **WIL,** St. Louis.

• A series of four mailing pieces tailed by a ball-and-cup game illustrate the campaign slogan—"the trick is in the timing"—for **NBC Radio.** The mailing pieces pictured an offside football player, a tiger's missed leap, a slow gun slinger and a distracted bullfighter.

• **Department of New Laurels:**

Antiques reports that its January issue is the biggest in its history. Ad volume is up 24.2% over the previous January.

A 16.5% increase in circulation for July, August and September over the same period of last year has been reported by **Playboy.** The July issue sold 802,000 copies, August, 812,000, and September, 899,000, *Playboy* says. The ABC-audited circulation for the 1957 period was 718,311.

The February issue of **Seventeen** shows a gain of 14% in linage over the February, 1958, issue, the magazine reports. The February, 1959, issue carries 62,171 lines (91 pages) as compared to 54,537 (80 pages) for February, 1958.

Parents' Magazine reports revenue for its February issue of $495,137—an 8% gain over the same issue in 1958 and an alltime high in revenue for a February issue. The magazine's new circulation guarantee of 1,800,000 becomes effective with this issue.

Esquire Inc. reports that all three of its magazines showed circulation increases for the last half of 1958: *Esquire* had an estimated average circulation for the six-month period of 835,000 and *Coronet* an estimated 3,050,000. Furthermore, Esquire Inc. says, the December *Coronet* ran up the largest single-issue sale in its history —an estimated 3,170,000 copies. Circulation of *Gentlemen's Quarterly* rose 60% between June, 1957, its first issue, and December, 1958. *Gentlemen's Quarterly* also reports a gain of 23% in ad pages for the second half of 1958 over the first six months of the year.

For the second consecutive month, **Cosmopolitan** ran up an increase in space sales with February closing 7% ahead of last year. On the basis of the two closed issues and orders for future issues, James M. White, publisher, predicts a 20% increase in space for the first six months of 1959.

Resort Management reports a 22% linage gain in 1958 over 1957.

LOUISVILLE

A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Pick the
FASTEST* GROWING AREA
in the Nation!

Plan for a fast increase in sales . . .

Like picking a plum, the directions are simple and the results are pleasant. Just put your finger on the map at Metropolitan San Jose, Santa Clara County, California.

This Metropolitan Area ranks FIRST in rate of growth since 1950. Take these "plums" for example . . .

Population up **85.2%**
(from 290,547 to 538,100)
Mfg. employment up **83.2%**
(from 28,550 to 52,300)
Retail sales up **130%**
(from $302,670.00 to $696,267.00)

Such market indicators are significant. To sell this expanding market, make full use of the San Jose Mercury and News . . . purchased by nearly 3 out of 4 who buy a major newspaper in the San Jose Metropolitan Area.

**SOURCES: U.S. Census, SRDS, California Department of Employment and Sales Management.*

TODAY—Send for these two outstanding reports on Santa Clara County, California and its major newspaper, the San Jose Mercury and News: "Say . . . what about SAN JOSE" and "New Industry Speaks".

Greater San Jose Chamber of Commerce
Department 4, San Jose, California

Call your Ridder-Johns representative

SAN JOSE
Santa Clara County
CALIFORNIA

SAN JOSE
Mercury and News
A RIDDER NEWSPAPER

Combined daily circulation – 118,272
(ABC Pub. Statement)

Businessman's Special

National advertisers please note: More than a third of U. S. retail sales are made in the 3000 markets where Parade is read every Sunday up and down nearly every street in town.

Parade

PARADE... The Sunday Magazine section of more than 60 fine newspapers covering some 3000 markets with more than 17 million readers every week.

Feature Section

Advertising Age

How to Choose a Brand Name

Movie Studios Cater to TV

Little Change in '58 Creative Output

Your Wonderful Subconscious

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

15 Q.s and A.s on Foreign Commercials . . .

McMahan Tells TV Film Availability Abroad, Gives Rundown on Price, Quality and Creativity

Foreign filmed tv commercials are really practical for U. S. advertisers and agencies who need glamor or sophistication, who seek a long-range product image, or who can afford to gamble on offbeat tv to arouse new consumer interest. But foreign films aren't practical for some advertisers, including those with deadlines. Harry McMahan, tv consultant and author of "The Television Commercial" and "Television Production," who served as a judge at the recent Venice Film Festival and spent the following month studying commercial film production in Italy, France and England, reviews here some outstanding commercials among the 698 entered in the festival, and he offers questions and answers on the values and practicality of European film production for American advertisers.

WINNER—*Gamma Films of Milan won the Grand Prix at the Venice Film Festival with a Stock Brandy film, "In Tutto Il Mundo." The bright, modern cartoon techniques and textures changed as the story went "all over the world." Gamma is run by the Gavioli brothers, who are self-taught and hence completely free-wheeling in the world of animation.*

By Harry Wayne McMahan
TV Consultant

"We need a fresh 'look.' Let's produce it in Paris . . ."

"I like that Italian style of animation . . ."

"You know, with jets, London is only a coupla hours farther away than Hollywood . . ."

"And it's cheaper . . ."

"All the models are burned up here. We want new faces . . ."

"I need the trip . . ."

■ Whatever your excuse, there's a lot of talk today about foreign production of tv commercials. American advertising agencies now are producing television spots in six foreign countries: France, England, Italy, Spain, Mexico and Japan.

Price is the big factor in the last three countries. Madrid can give you full animation and original music for $50 a foot. Barcelona can cut that down to $30, without music. Mexico City is a fraction higher than Madrid—about $55. Tokyo can do adequate animation for as little as $15 a foot. London, on the other hand, has a new technique that eliminates 12 of the 20 animation steps and cuts costs down to as little as $25 a foot.

So much for price.

FRESH MODELS—*Fresh new faces are a feature of foreign commercials, as in this Pond's international film shot by Dimka of Films Pierre Remont. In America, competing cosmetics are having an increasingly hard time getting fresh, "unused" models.*

French Top Winners

What about quality? What about creativity?

Well, the recent Venice Film Festival for advertising films gives us a pretty fair gauge. A total of 698 commercials were entered from 18 countries. There were 13 categories and here is how the various countries came out in winning the 55 honors granted:

France—4 firsts, 6 seconds, 10 honorable mentions. (Also winner of the Bianchi Memorial Prize for best musical film.)

England—3 firsts, 2 seconds, 7 honorable mentions. (Also winner of the Venice Cup for highest average for a single producer.)

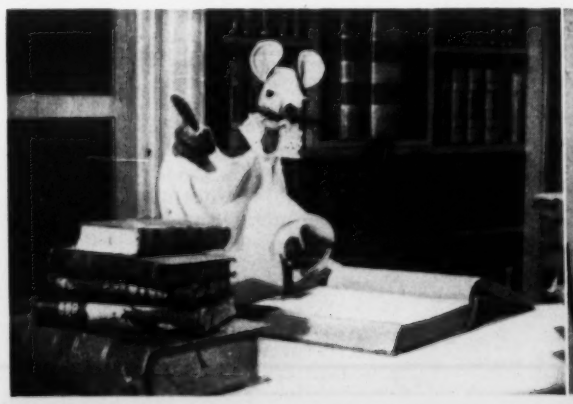
Italy—2 firsts, 2 seconds, 2 honorable mentions. (Also winner of the Grand Prix, top award of the Festival.)

Germany—2 firsts, 1 second, 2 honorable mentions.

U.S.A.—2 firsts, no seconds, 2 honorable mentions.

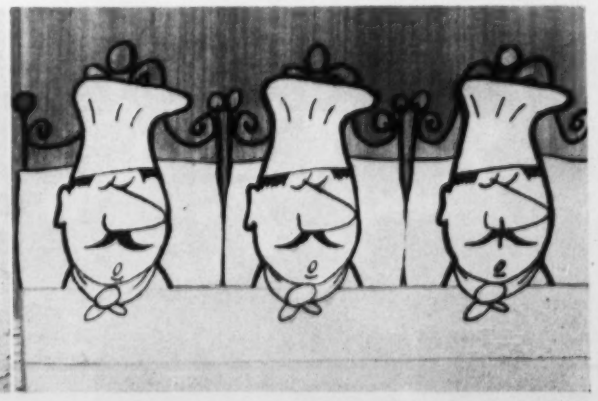
■ The remaining honors were lightly scattered among Denmark, Switzerland, Holland, Spain and Finland, in that order.

We needn't dwell on why the U.S.A. didn't fare better. This country had few entries; many were weak. They were up



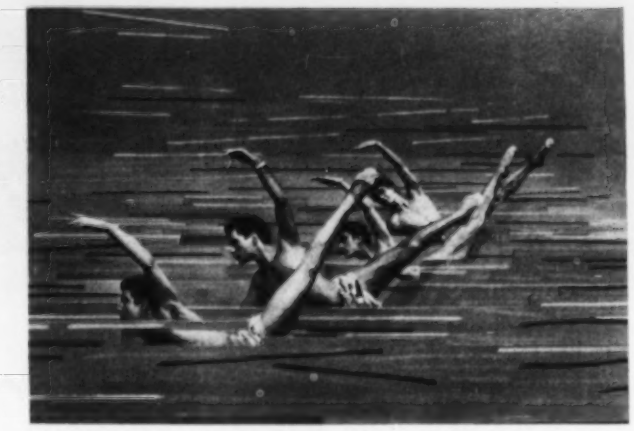
THREE-FINGERED—*Unique mouse puppet is creation of "La Marottes," French theater act, for Andre Sarrut's La Comete. In series for Schweppes tonic water in England, hands of three (human) fingers gesticulate.*

OFFBEAT HEARTBEAT—*Ad for Hag, coffee substitute, stresses: coffee overstimulates heart. Gamma Films, Italian producer, put name in a heart, animated it across like cardiagraph, and added audio heartbeat.*



TASTEFUL TRIO—*Sine, great French cartoonist, drew these three bakers in his typical style for Holsum bread, which, through W. B. Doner Agency, is an American user of the French production of La Comete.*

BRITISH CARTOON—*Commercial by Halas & Batchelor Cartoon Films Ltd. reflects British love of satirizing themselves.*



AD FOR WATCHES—*Abstract setting for Mido watches was designed by Dimka—Dimitri Feodossief—who produces through Films Pierre Remont.*

against tough competition.

Of the 698 films, at least 100 were outstanding. I venture to say, pointedly, that the continent—especially France—is 'way ahead of us in basic visual concepts and non-verbal communication.

Italy is ahead of us in fresh, modern cartoon styling. Germany still surpasses us, technically. Denmark can do a Lux "movie star" commercial with more charm and believability than Hollywood.

England has mastered "soft sell" better in three years of tv than we did in the first 10. (They're masters of understatement, anyway.)

In the "Iron Curtain" countries, where animation is a government-subsidized art, their creative techniques are often more stimulating.

Where, How Europe Excels

Don't let me give you any idea that this European stuff is all good or that ours is all bad. I'm just saying that about one in four of the foreign films I saw had a lot of merit. I wish I could say that about American commercials.

Perhaps we all need to take a closer look at European production and see exactly where they have the edge.

Let's take a series of questions and elaborate on our point of view:

1. *What makes you think the continent is superior on "basic visual concepts" and "non-verbal" communication?*

My theory is: The continent has necessarily grown up with a mixture of language barriers, and the brighter minds of advertising and communications have learned to break these barriers successfully *visually*—without words. For instance, a sign in front of a store simply shows a picture of a telephone dial rather than the word, "Telephone"; a caution sign shows the silhouettes of two children with school books under their arms—no words; at a grade crossing, the sign shows a picture of a locomotive with smoke pouring out of it—again, no words, no language barrier.

This type of thinking, I believe, is what is behind some of the great continental poster art, print advertising—and certainly these advertising films. It is something we need in American television: better *visual concepts.*

2. *Aren't most of the European advertising films made for theater use?*

Yes, this represents about 80% of the output. It is this phase of the business that has given the Europeans such a head start. Short ad films for theaters have been virtually an "art form" for at least 20 years. The Cannes and Venice festivals with awards for advertising films are well established and excite great competition among advertisers as well as producers. Celebrated artists, musicians, performers and craftsmen never hesitate to work in the European commercial.

Meanwhile, America has a theater ad-film business as old as Europe's, but there the resemblance ceases. It has never approached its work as a creative product; it is more local in character than national. It chose to ignore tv when it came along in America and the two remain virtual strangers.

Not so in Europe. Commercial tv in England three and one-half years ago built directly on the highly creative standards set in theaters there. The same thing is happening in West Germany and Italy. Television is not yet commercial in France, but French producers actively service the English, German and Italian tv markets. They're learning tv's tricks very fast.

3. *But do these continental film commercials understand "advertising"?*

Yes, much of the credit goes to tv and what has taken place in the past three and one-half years. The theater films are getting the touch of advertising from tv while tv is getting the great creativity of theater films. Previously, the theater advertising films were vastly entertaining but, in many cases, the advertising part was just tacked on the end. Sort of "brought to you through the courtesy of . . ." Nowadays, however, the visual concepts develop around a carefully pinpointed advertising "idea."

Most of these "ideas" are exceptionally astute, by any nation's standards.

POTSHOT AT WESTERNS—*A dozen satires of the American "Western" showed up in the Venice Film Festival. Here's one for Belgian beer, produced by Films Pierre Remont.*

4. *Do the advertising agencies write these continental films?*

Very rarely. Almost all are written by the production companies which have their own creative staffs—small, self-contained writing-directing-production units. In some cases, they work directly with the advertisers, with no agency involved. Remember, with the exception of England, the function of the agency is not too well recognized on the continent.

5. *Then, how can American agencies work best with these foreign producers?*

Many American agencies, so far, have had poor success on the continent. I think this is because they have tried to work in the same patterns as they do in this country, with their own writers writing and their own agency producers supervising. Obviously this limits horizons. To tap the potentials of foreign producers, we should bring them into the problem at the beginning and seek from them the basic visual concept as well as the execution. In other words, the continent best conceives it or "writes" it. And, while we will, of course, check it against objectives, we must be intelligent enough not to over-storyboard it, supervise it and nit-nat it to death in production. We ruin enough American commercials that way.

6. *What about foreign production for American "writing"?*

By and large, no. We have dozens of fine producers in this country. They can match the foreign studios on straight production values any day. Don't misunderstand me on this point: it is *basic visual concept*—the so-called "writing" that is the big point of difference. If you don't go abroad for that, don't go. And if you write your script in America, produce it in America.

7. *Isn't it fairly radical to suggest that the agency go "outside" for tv commercial script writing?*

Well, it's a tough proposal to sell to many major agencies. They'll buy outside art or photographs or musical jingles, but the "writing" of a tv commercial is supposed to be *words*, a peculiar agency province. However, a few agencies have gone "outside" to American producers for such great tv visual concepts as Hamm's Beer, Maypo's Markey, Alka-Seltzer's Speedy and Emily Tipp.

8. *What are the best creative sources in Paris?*

All five of the top commercial studios have their own creative staffs:

La Comete, headed by Andre Sarrut, probably is the most versatile. He works in live action, puppets and cartoon. He won five of France's awards at Venice and has won almost 100 such awards in his 20 years in the commercial and film business. Sarrut himself writes, directs—and sells—with a staff of more than 100 persons guiding his six-nation operation and offices in Paris, Milan, Dusseldorf and London. He has Sine, the great French cartoonist, and many other artists and performers under contract.

Cinema et Publicite has four creative-production units, each working independently. Their work is entirely in live action, and their magnificent new studios outshine most independent commercial houses in America. Cinema et Publicite won the Grand Prix in 1957 and have many other awards to their credit, through Maurice Chatelain, Lemoyne & Broussac, Guy Brun and others.

Pierre Remont has a number of creative units, with the work of Dimka especially noteworthy. Dimka—the internationally famous Dimitri Feodossief—has done considerable work in the U. S. and, like Sarrut, frequently visits this country on selling trips. Pond's, Lux and other international-ly-distributed American products are among his clients.

TV HANDS—*The "hands" of Yves Joly have been used in continental commercials through Andre Sarrut's La Comete. They have been used in a variety of techniques for tv.*

Cineastes Associes is especially known for its excellent puppet work by Bettiol-Lonati-Bettiol, and it also has working units in live action and other techniques. Alexieff, the brilliant creative producer (who now limits his activities to only about four commercials a year), is with this group.

Leo Lax Films Inc. is a technical and trick optical house. Their Kleber-Colombes film with stroboscopic figures animated electronically by music won a special award at Venice.

All five of these French houses have representatives in the U. S.

9. *What about creative studios in England?*

Those with American representation would include:

Halas & Batchelor Ltd. Most Americans are familiar with John Halas' "Animal Farm," the feature-length cartoon. Mr. Halas has been the animation pioneer of England for some 20 years and his work in commercial tv the last three years has been outstanding. He has developed a new animation technique that omits 12 of the 20 steps, cuts delivery time in half and trims costs to as little as $25 a foot.

The Larkins Studios. Larkins, in combination with other British studios as the Film Producers Guild, won the Venice Cup for their six entries. A highly creative organization.

There are some 150 other studios in London, most of which have sprung up in the last three years. Others of extreme competence (but without American representation) would include **Worldwide Animation Ltd.,** and **Impact Telefilms Ltd.** Both of these won top category awards at Venice for Shell and Gillette, respectively (and these two films are superior to the American tv films for these accounts, I think). **Pearl & Dean Ltd.,** the prime theater distributor, and **Donald Rawlings** are other London houses with international reputations.

10. *What about other commercial sources?*

Japan is now reported to be getting American representation for their grow-

McCall's steps up the pace!

In 1959, McCall's will deliver more than ever before to readers—and advertisers.

Editorial Leadership... Under a distinguished editor—Herbert R. Mayes—the magazine's high standards for fiction and features will be further stepped up, with more pages and increased emphasis on service material. Traditional leader in editorial pages with four-color, McCall's will have even more color in 1959. As a total editorial package, McCall's will provide an even greater measure of the vitality and interest that have attracted the youngest audience among major women's magazines.

Advertising Excitement... 1959 starts with the largest January advertising revenue in the magazine's history, *and the only linage gain in the women's service field*. The February issue, also up in linage, is 12% ahead of last year in revenue—and carries, exclusively, the largest food ad ever to be run in any magazine, a 12-page double-gatefold *Printacular* on the Pillsbury Bake-Off.

Circulation Growth... McCall's total circulation reached an all-time high in 1958 and will continue its upward curve in 1959. Running start: the December '58 issue, a virtual sellout, was a record-breaker, with more than 5,500,000 copies sold.

Use-Tested Program Expansion... McCall's program of Use-Testing will become even more dominant as the authority of its "we used it and we like it" endorsement is expanded to practically all kinds of packaged goods sold in retail outlets.

Most Important Customers... McCall's enters the new year serving an all-time high of 12,700,000 readers. Its basic aim remains: to guide, inspire and enlighten the vast group of American women who know that *Togetherness* is a practical reality. These women are America's most important customers . . . and more of them read McCall's exclusively than any other major women's magazine.

THE MAGAZINE OF TOGETHERNESS

McCall's

ing industry there. They were not represented in Venice, but I have seen approximately 90 Japanese films and their quality is still mediocre, hardly worthy of attention.

Mexico City had poor representation in Venice, but is turning out some good cartoon work, at reasonable costs. **Dick Tompkins,** an American there, is reportedly the best source of both cartoon and live action. He represents himself in this country.

Zurich and Copenhagen are doing fine work, but lack of representation and language barriers make them unlikely prospects as American suppliers.

Joop Geesink, the Amsterdam puppeteer, of course, is well known in this country and has representation here.

Enrique Sanza, Barcelona, has a new animation house with good low budget work. He will come to the States in late spring, he says, to set up distribution.

Moro Studios, Madrid, is one of the most promising sources of supply on the continent. It is a fairly new company with superb studios for live action, cartoon and puppet. American representation has just been established and initial jobs are under way.

Gamma Films, Milan. Of the four main Italian commercial companies, this one stole the show at Venice by winning the Grand Prix and running second in another category. Their bright, fresh animation style is most stimulating in design, transition and effect. Ferry Mayer, the impresario of Italian theater screen advertising, fairly controls their output, although they also have New York representation.

11. *Are these foreign producers hard to work with?*

Yes and no. They make short shrift of some of the American agency producers and art directors who have come over and attempted to run the production (as agencies are wont to do on American sets). Some have very stringent rules for their production operations: Sarrut, for instance, will not let an agency man speak on the set once his pre-production meeting is concluded. (Agencies are familiar with similar tactics from a Richard Avedon, Constantine Joffe or still photographers of such caliber—but it just doesn't happen from our motion picture photographers!) Sarrut's production hours, incidentally, are from 12 noon to 8 p.m., without stopping—permissible under French union rules.

Most foreign producers despise the American storyboard, except as a blueprint that is necessary for animation layout. They prefer to write a comprehensive statement of the objectives and how the basic visual concept will be treated. Such a written statement may be long and rambling—3 pages, for instance—and in places purposely vague. No sketches accompany it, since camera angles and action are entirely up to the director on the set. The foreign director obviously has greater authority than the American commercial director, and he invariably has a broader, more creative background. (Sarrut was poster artist, sculptor, writer, editor; Dimka was artist, author, film art director, for instance.)

Obviously, it isn't easy for some American agencies to work under such conditions. One agency finally decided the best policy was to send no one abroad: "Let 'em make it their way. We'll look at the finished film and if it doesn't measure up, we'll have to go for re-takes. After all, re-takes are cheaper than sending over our own production personnel!"

12. *What about costs and deliveries?*

Don't expect Paris or London production to be appreciably cheaper than the U. S., and don't expect to meet fast deadlines. Use them best when time and budget permit, never for "deadline" jobs. If a series is projected, spend money on a "pilot"; then when it is approved and the format set, put the rest of the series into production. Re SAG residuals: yes, you'll save.

13. *Will they work on basic ideas on "spec"?*

No. The better ones won't, for free (except with established clients). They will do experimental treatments (in writing) or sometimes a storyboard—although they would just prefer to *talk* the idea—and cost will run only about $300, $500 or, at most, $1,000. Most American creative producers charge about the same. Then, if you produce, this charge is absorbed.

14. *Once you are agreed on an idea, how much supervision do they need?*

None, preferably, except to give advice on how to handle the product. If your production man knows how to keep his counsel, he can be present during preproduction meetings, but it isn't necessary. The chances are he'll learn a lot. The important thing is that he doesn't try to superimpose his ideas on their creative interpretation. In other words, no supervision is needed. Bad supervision must be avoided. So, if you send a man, send only the *best.*

More important, make sure your foreign production company has an American representative who "speaks the language" and knows how to take care of dollar exchange, negative clearance, etc. Don't try it direct—too many headaches!

15. *Is it really PRACTICAL for most American advertisers and agencies?*

- For deadline jobs, *no.*
- For accounts with fast-changing marketing and copy problems, *no.*
- For agencies and clients that must approve each step with committee decisions, *no.*
- For products searching for a long-range "image" or visual concept on tv, *yes.*
- For advertisers who have valid need for the "continental touch," glamor, sophistication, *yes.*
- For that account—"frozen" at second or third in share of market, that can gamble on off-beat tv to arouse new consumer interest, *yes.*

There you are . . . bon voyage! #

The Creative Man's Corner . . .

Humor—Left Bank

NON-STOP
NEW YORK – PARIS
BOTH WAYS
DISCOUNT FARES
TO EUROPE
AIR FRANCE
SEE EUROPE
ALL THESE CITIES AT NO EXTRA FARE
LONDON PARIS AMSTERDAM BRUSSELS
AND RETURN FROM NEW YORK
$339.60
FOR WIFE ACCOMPANYING HUSBAND
MORE NON-STOP FLIGHTS NEW YORK–PARIS BOTH WAYS THAN ANY OTHER AIRLINE
Air France Family Discount
Fares save you up to $300 for each family member traveling with you between Oct. 15 and Mar. 31 on a first class round trip ticket. See sample savings below
FLY NOW...PAY LATER!
Pay 10% Down
AIR FRANCE DISCOUNT FAMILY FARES TO EUROPE
round-trip from New York
PARIS
ROME
GENEVA
AIR FRANCE
WORLD'S LARGEST AIRLINE / WORLD'S MOST PERSONAL SERVICE
See your Travel Agent or call Air France, OLympia 6-8000.

All too infrequently does advertising display a sense of humor. Here, we feel, it does—in this advertisement designed to resemble a French kiosk. Could any other airline providing service to Europe do this? We don't think so. Only Air France could. And, as a result, this is strictly an Air France ad.

Why do we say it displays a sense of humor? Because, actually, this is a price, a bargain ad. But it doesn't look as if a Macy or a Gimbel had prepared it. It looks as if—pardon us, *like*—it came right off the Left Bank.

Other ads could hope to be so individualistic. #

Looking at Radio and Television . . .

Big Movie Studios Now Cater to TV

By the Eye and Ear Man

Not long ago there was something wrong with the relationships of major motion picture studios, whose past experience with advertising agencies and their clients was remote at best, and their newest customers, the television program buyers. There was a strained relationship between the guys who knew how to get the customers in the tent, and the guys who peddled the medicine.

The trouble in the not-so-far past resulted in a conflict of personalities and interests. The right of the matter rested with both sides. The advertising agencies had been used to dealing with live television or independent film producers, who depended on tv for a livelihood. In some cases the opinion of the advertising agency was helpful. In other cases some incompetent representatives interfered and damaged productions.

■ The major film companies maintained that it was their job to produce entertainment and they didn't need amateurs to tell them how to make people laugh or cry. The clash in some studios developed to the point where the agency and advertiser were barred from the studio and told to watch the ratings.

The agencies, in a somewhat sensitive position in their defense of their contribution to a package show, or "what do you do to earn your 15% on package shows," were irked at the rejection of what they considered their creative prerogatives and contributions. They maintained that it was their creative efforts that made television great and they knew a lot more about a mass medium than a motion picture company whose products reached only a fraction of a television audience for a nighttime television show.

■ This armed camp attitude between producer and ultimate buyer was, of course, doomed to failure from the beginning. Ultimately the seller and the customer must reach a common ground —especially when the fellows themselves have a lot in common and are grand chaps, once you get to know them. Indeed, familiarity breeds respect.

■ Now the world of Dr. Pangloss has emerged above the internecine polemics. Major film companies have a service organization, generally in New York, geared to contact advertisers and reach common grounds in matters such as opening and closing billboards, commercial integration devices, publicity and promotion, use of personalities in commercials, merchandising, etc. The coordinators also arrange for a visit to the studio and occasional sessions with producers and talent on general matters.

One good thing has come out of the past problems. It is the opinion of almost all show business people that only one man can run a show. Sometimes it is the producer, and sometimes it is the star, but there can be only one boss. Delegation of this responsibility to the

When it comes to VACATIONS

Boston Herald-Traveler readers

live it **UP!**

It's a Fact — a New Study Proves It!

More Bostonians who take vacation trips read the Herald-Traveler than any other paper.

A new study of the Greater Boston market by Boston University's Bureau of Business Research reveals Herald-Traveler readers have more money . . . *spend* more . . . for the good things in life — their homes, appliances, cars, investments, leisure-luxury products, travel.

Ask our rep for the facts and figures on this new study — which proves Herald-Traveler readers have a way of Living It UP!

The BOSTON HERALD-TRAVELER

BOSTON'S BASIC BUY

One Contract Delivers the "Big Bulk" in Boston

Represented nationally by: **GEORGE A. McDEVITT COMPANY,** 444 Madison Ave., New York, N. Y.

Travel and resort representative: **HAL WINTER COMPANY,** 7136 Abbott Ave., Miami Beach, Florida

major film studio has, in general, resulted in better quality production—not so much because the agency guys didn't know what they were talking about, as the unification of decision.

▪ The studios have also learned a lesson. Television is a highly profitable and steady source of income to major film studios and it causes year-round predictable employment resulting in the reduction of overhead. The expansion of the studios into worldwide syndication is a further evidence of their desire to get into television for good. Once this decision was made, the studios recognized that their new customers were networks, advertising agencies and their clients. They were further impressed by their knowledge of mass marketing via television, and learned a great deal about how to best use the new medium in order to market their theatrical films, as well as how to program for a truly mass audience.

The product of the major film studios is entertainment. Sometimes this commodity is distributed in motion picture theaters, sometimes it is distributed on radio, sometimes via television—and in the future there will undoubtedly be pay television.

One thing is certain. In an era of diversification the motion picture companies have discovered that television represents a multi-million dollar profit potential with little financial risk in such areas as programming, commercials, and even industrial or educational films.

Very often in the history of a new era in show business two strangers walk into the arena and eye each other until the audience responds. So it happened in the marriage of the motion picture industry and advertising. Now the opponents have taken each others' measure and found that the other fellow isn't so bad after all—in fact, each in his own field is tops. #

Salesense in Advertising . . .

Your Wonderful Subconscious

By James D. Woolf
Creative Consultant

A problem baffles you—you seek a fresh slant, a new idea—but your mind, refusing to stay focused, wanders off in random directions. You chew your pencil and scratch your pate, you fret and sweat, and you realize with shame your pitiful inability to sit down and "think a thing through."

James D. Woolf

Is that your trouble? You can't concentrate? Well, say the psychologists, don't let it get you down. Too much effort at concentration is a very bad thing. When you try too hard, your mind tightens up and runs around in aimless circles, and you get—not an idea—but frustration.

The thing to do, they say, is to master all your facts, think about them for a while, and then shove them aside. When Sir Walter Scott, the Scottish poet and novelist, found himself stumped in his search for an elusive idea, he turned his mind to something else. He was confident that a solution of his problem would come to him during the night while he slept.

"I lie *simmering* over things," explained Sir Walter. If, after having a good try at a problem, he failed to hit on a wanted idea he would say, "Never mind, I shall have it in the morning."

▪ Sir Walter had faith that his subconscious mind would carry on. So he didn't fret himself into a headache. He knew the miraculous power of the human mind to concentrate in the quiet of its "study" after the rest of the house had lost itself in slumber.

An interesting case in point is given us by Paul Gallico in his "Confessions of a Story Writer." His basic idea for the story—"'Twas the Night Before Christmas"—concerned the dilemma of a newspaper reporter ordered by his editor, on Christmas Eve, to find and buy for the boss' wife two goats and a red wagon by 11 o'clock that night.

But the plot "simply wouldn't jell," says Gallico, and it took him more than a year to finish the story.

"I had just about given this story up," Gallico tells us; "in fact, had forgotten it, when suddenly one night during a symphony I was attending at Carnegie Hall, the solution popped up from nowhere and the story simply rolled forth. I wrote out the ideas on the margin of the program and finished the piece within a week."

▪ Louis Berlioz, the French composer, once had the same experience. He wanted to compose a song, with chorus, for "Cinq Mai" of Beranger, but he was utterly stumped by a difficult refrain. Desperately he tried again and again without success, and he gave up the undertaking.

Two years later, on rising from a dive in the Tiber, he found himself humming the musical phrase that had baffled his conscious mind.

The history of mechanical invention is rich in examples. James Merrit Ives, the inventor of halftone printing, relates that "while operating my photostereotype process in Ithaca I studied the problem of half-tone process. I went to bed one night in a state of brain fag over the problem, and the instant I woke in the morning I saw before me, apparently projected on the ceiling, the completely worked-out process and equipment in operation."

▪ Alexander Graham Bell repeatedly had the same experience. "I make it a point," he tells us, "to bring together all the facts regarding a problem before I retire." Often what was dark and perplexing to Bell the night before was found to be perfectly solved the next morning.

Helmholtz, the great German physicist, relates that "after investigating a problem in all directions" happy ideas came to him "without effort, like an inspiration." But ideas never came to him, he testified, when his mind was fatigued or when he was working at his table. Friedrich Goltz, the psychologist, once declared that his best ideas came to him when, wading a stream, all his faculties were focused on the difficult art of manipulating a flyrod.

Dr. Russel Wallace, an originator (independent of Darwin) of the doctrine of the survival of the fittest, once wrote: "Ideas and beliefs are certainly not voluntary acts. They come to us—we hardly know where or whence." But Dr. Wallace stated in another place that sudden illuminations arise from long study and a wide knowledge of facts. Maeterlinck, too, believed in hard, conscious work, in saturating his mind with his subject. But "when one is able to follow Maeterlinck's experience, step by step," reported his wife, "one gets a realization of the formidable role played by the unconscious in our spirit." "Inspiration," Tennyson said, "comes after effort." Harry Selfridge, the great London merchant forever in search of new commercial ideas, shared the same philosophy—observe, study, experiment, and wait patiently for inspiration.

Years of keen observation and careful recording of facts preceded Darwin's great theory of biological evolution. For a long time he was frustrated: he could see in his facts no common meaning. Then—sudden illumination! In his biography he is quoted as saying: "I can remember the very spot in the road, whilst in my carriage, when to my joy, the solution occurred to me."

But do these flashes come only to the philosopher, the composer, the inventor, the man of science? What about us ordinary toilers in the advertising vineyard? Psychologists say that the subconscious process is at the service of everybody. I know it has been of great service to me. During my years in the advertising business—an occupation concerned almost solely with the production of ideas—I have leaned heavily on the tirelessness of my subconscious mind. I believe most advertising people have this same experience. #

On the Merchandising Front . . .

Store Manager—the Chain Store's Weak Link

By E. B. Weiss

I read recently in a business publication that "a store manager has many roles. He must be a teacher, planner, personnel director, purchasing agent, materials-handling engineer, display expert, team captain, citizen."

E. B. Weiss

All this for an annual income that *in the median range* runs from $7,500 to perhaps $12,000, including bonuses. (I emphasize "in the median range," because there are some chain store managers whose total annual earnings run below $7,500 and, of course, there is a tiny handful whose annual earnings run up to $20,000, plus a few who enjoy annual earnings in the $40,000 range.)

I rather doubt that even the editor of a business publication could play that many roles! And I am reasonably certain that precious few presidents of great chains could quintuple in brass to the degree expected of the chain store manager.

▪ But let's not conclude that this lineup of the modern-day requirements of the chain store manager in the various types of chains is just poppycock. On the contrary, it isn't even complete. For example, the chain store manager must also be a pretty competent merchandiser, a good promoter, a darn able mathematician, and well-developed muscles are not without their value, either.

The manager of a modern chain store—and by a "modern" chain store I refer to the great new one-stop units of the food chains, the drug chains, the variety chains—is the captain of a sizable retail enterprise. He has all of the day-by-day problems of any merchant, plus the problems inherent in the inevitable red tape of a large organization.

But a merchant running, for himself, a store with the volume typical of the new giant one-stop units of the chains would expect an annual income on the order of $50,000 and more, particularly if increases in net asset value are included. I think the basic question is whether the chains can expect to attract the required talent for an annual income that too seldom runs above $15,000.

▪ By and large, the managers of the large majority of our food, drug and variety chains do not earn much—if any—more than a skilled carpenter. Indeed, a skilled carpenter who worked as many hours each week as a chain store manager, and who collected time-and-a-half for overtime plus double time for Saturdays, would earn more than most of the store managers of chains in the field I have specified!

And a skilled carpenter need not be a teacher, planner, personnel director, purchasing agent, materials-handling engineer, display expert, team captain. He doesn't even have to be a "citizen" in the meaning employed here—which implies certain civic functions of a fairly broad nature.

I note that remarkably few of the store units of the food, drug and variety chains show a gain in square foot volume after the initial peak recorded by the end of the first year of a new store's opening is achieved. (There is scarcely a food, drug or variety chain that would have shown a volume gain in any year over the last decade of boom if it had not been for new store openings and for additions to older stores—a pretty sorry record.)

▪ Could it be that incomes for store managers that average in the area of $10,000 annually just fail to attract the required talent, and that this is one of the basic explanations?

I rather think it is.

Moreover, I suspect that one of two things will have to happen:

1. The chains will be compelled to develop entirely new organizational charts if their giant new units are to be run efficiently—after all, nobody has either the talent or the time to play all of the roles so neatly listed by this business publication as the store manager's daily chores.

2. Even under the reduced managerial load resulting from such a reorganization, the chains will be compelled to lift incentives for store managers if they are to put real executive talent into their larger store units.

But I rather doubt that either of these steps will be taken. Instead, I believe that, in time, some of the chains will conclude that they simply are not set up to operate efficiently the giant one-stop units that are all the rage right now. I think, too, they will conclude—and properly so—that there are right now more one-stop store units than one-stop or even one-half-stop shoppers.

▪ And, when the chains come to these conclusions, I believe their attention will turn once again to small, and even tiny, store units that can be run efficiently under their cumbersome systems and with the store managerial personnel they are capable of attracting.

As a matter of fact, the trend back to the small food store is even now beginning to run pretty high. For some three years I have been predicting that the pendulum would swing back to the smaller specialty store, and it is no longer premature to report that this trend is pretty firmly established in the food field. In 1958 the number of small food store units opened by various types of syndicate or franchise operators will clearly have hit a new high.

Giant stores need giant merchants. The food, drug and variety chains simply are unable to attract giant merchants to manage their giant store units. Moreover, as I've just stated, there is probably an over-supply of giant store units right now.

Coming up: a wave of small store units in food, in drug, and perhaps in the variety chain fields. Let's see. #

Whip up excitement for your big show with

TELEGRAMS-FOR-PROMOTION SERVICE

Announcing a brand-new promotion? Contacting dealers or buyers? Be it special or routine, telegrams will give your message impact. Dramatically effective . . . relatively inexpensive.* Just supply one copy of your text and name list . . . Western Union spreads the word simultaneously by action-stimulating telegrams. Saves clerical time and effort.

WIRE US COLLECT! We'll demonstrate—*fast*—what Western Union can do for *you*—no obligation, of course. Address: Western Union, Special Services Division, Dept. 2-B, New York, New York.

**Particularly if you have a direct connection with Western Union which earns a volume discount.*

WESTERN UNION
Special Services Division

The Peeled Eye Department . . .

Best Show—Stage and Screen

By Dick Neff

The Unpredictable Makeup Man

News item on the amusement page of a recent *New York Herald Tribune:*

"Girl Seduced Atop 65-Ft. Flagpole." Display lines in advertising adjacent to it:

The Best Place for *the* Best Show on Screen and Stage!

The Fur Flies! Something to Shout About! Adventuresome! Something You Must See! . . . rough-and-tumble life!

Dick Neff

Display lines on the opposite page:

The Pleasure of His Company.

The Reluctant Debutante! Funny Stuff! Hilarious Frolic! Gay New York—High Society Hilarity! Swing and Sway with Sammy Kaye—loaded with Belly Laughs!

▪ Somehow, we can't help feeling that the makeup man, if he'd tried real hard, might have found a better place to put the story.

"By golly, it is a Viceroy!"

Writing Man's Cartoon

The cartoon you see here was created for this column by Fred C. Holmberg, of New Britain, Conn., a copywriter who draws for himself.

Whose Advertising Is This?

An unknown benefactor sends along a Calvert ad showing a grinning accordianist playing like mad alongside one of those monstrous D'Artagnan-type gloves holding a gallon jigger of booze with the headline, "A toast to the Hand of Skill." Copy reads:

"An accordian is just a bellows and black and white keys until the hand of skill brings it to life."

Our scout, circling the words "bellows" and "black and white," asks: "Is this cooperative advertising?"

▪ In somewhat the same vein is this little ad Jerry Handman of the radio-tv department of D. P. Brother & Co., Detroit, spotted in a Detroit publication called "Where":

"Hello, visitors! Need electrical supplies?

"Call William (Bill) Hoffman, Great Lakes Electrical Supply Co., TAshmoo 6-6800.

"Or Good Food? Then Come to Gurney's Chophouse, 28 E. Congress."

Says Jerry: "It seems to me that it may be a classic of its kind. Sort of a variation on the split-run."

. . . And Still Another Makeup Coup

Parkinson's disease & Old Crow ads. In spite of other worthy candidates, such as the one covered elsewhere in this column, this fortnight's Oscar for brilliant makeup goes to Tom Gad of Sullivan, Stauffer, Colwell & Bayles Inc. Tom writes as follows concerning the 100-proof masterpiece:

"The positioning of these ads from a recent *New York Times* provokes two immediate reactions, namely:

"1. As a drug writer, I protest! Unfair competition.

"2. As a consumer, I'm delighted! I *knew* 'hooch' was a health-giving beverage all the time!" #

What's Doing on the Legal Front . . .

How to Choose a Brand Name

By Sidney A. Diamond
Member of the New York Bar

Finding a name for a new product is one of the perennial problems of the marketing profession. The task becomes increasingly more difficult as the profusion of new consumer goods to reach the market strains the resources of the language.

Sidney A. Diamond

Of course, it is always possible to take the easy way out and extend the use of an existing brand name to a new product in the line. "Ivory," for example, now identifies not only bar soap, but also flakes, powder and liquid soap. This method has a great deal to recommend it, for the new product then has a built-in introduction to the buyer. The familiar brand name helps to overcome consumer resistance to a strange item on the shelf, and it may have enough carrying power to launch the new product without a detailed explanatory advertising campaign.

But the trend is against relying upon an established brand name to identify a new product. At the very least, there seems currently to be a need for a new name in conjunction with the old one. Ford Motor Co., for instance, used to get along with Model T and Model A, but now it has added a whole Edsel line and also produced a new Ford that has its own subsidiary brand name of Thunderbird.

▪ Any new product, therefore, is likely to require a new name for itself. The first rule in choosing one is to avoid conflict with a brand name already in use by someone else. The legal principle is that there must be no likelihood that a purchaser will be confused, deceived or mistaken. Note that the law in this field is intensely practical; legal rights are measured by the possibility of confusion in the consumer's mind. In considering this possibility, it is necessary to take into account the methods by which the products are marketed, the care with which they are selected (which frequently bears a direct relationship to the retail price) and the type of individual who normally purchases the article.

Consumers generally do not have an opportunity to make side-by-side comparisons between products bearing similar brand names, so that the fallibility of human memory also must be considered. Finally, the law gives the benefit of the doubt to the first user; so that decisions about new brand names have to be on the conservative side.

▪ The proposed new name must not be confusingly similar to an existing one in either sound, appearance or meaning. It will not do simply to alter the spelling, for the obvious reason that some people may only hear the brand name and never see it at all. Similarly, even though you think it ought to be pronounced quite differently, that is not enough if the words look alike, because some consumers will rely on the appearance of the name, rather than its sound, and others may pronounce it in their own way. Finally, even duplication of meaning must be avoided if that is likely to cause confusion, so that it would be a mistake, for example, to introduce a "Black Cat" perfume if a "Chat Noir" were already on the market.

Suppose the products are directly competitive but the brand names are slightly different from one another; or suppose the brand names are identical but the products are not. In practice, numerous variations in degree occur. All that can be said as a general rule is that the combined effect of the differences between the goods and the differences between the brand names must be considered in determining the likelihood of consumer confusion.

▪ If a brand name is sufficiently distinctive and sufficiently well known, the law will not permit its use by another company even on unrelated products, because the consumer might infer a connection. The legal theory throughout is that no company should be allowed to sell its merchandise on the strength of someone else's good will. For instance, the maker of the Rolls-Royce car was able to get a court order prohibiting the use of Rolls-Royce as a brand name for radio tubes. Judge Learned Hand once said that he doubted there could be any confusion between lipsticks and steam shovels; but the Patent Office has refused to register Kodak as a trademark for cigaret lighters. On the other hand, a relatively weak expression such as Blue Ribbon, Perfection or Acme can be used as the brand name for numerous different kinds of goods without creating any confusion, for none of them is sufficiently distinctive to make the consumer think of only a single possible source for the products.

▪ What else ought to be avoided? A brand name should not simply describe (or misdescribe) the product itself or one of its characteristics. Suppose there is a new type of glue whose chemical composition gives it a green color. The word "Green" would not be a suitable choice for a brand name for this product, because anyone who makes it has the right to use the common name of the characteristic color in describing it.

Further, a brand name should not be a family name. "Jones" would make a poor brand name for, let us say, shoes, since some other Jones might decide to use his family name in the shoe business, as well, and would have the right to do so.

Also, a brand name should not be a geographical name, especially if it is the name of a place from which the product actually does or logically might come. Thus, "Newcastle" would be a particularly poor choice as the name for a new brand of coal.

▪ In reading the last three paragraphs, exceptions probably have come to mind, such as Ivory soap, Waterman pens and Waltham watches, all of which are perfectly good, legal brand names. The explanation is that each of these names has been used exclusively by a single manufacturer for such a long period of time and with such a wide degree of public acceptance that the consumer now associates the brand name with one particular source for the product. This can happen with new brand names also.

To go back to our first example, the word "Green," in time, might become accepted as an indication of the source of the glue rather than merely a statement of its color. But that is a very risky basis on which to choose a brand name, for some other manufacturer might introduce a competing "Green Glue" before the first one became definitely established in the consumer's mind. This loss of exclusivity in the market place would make it impossible for the first manufacturer ever to acquire protectible legal rights in "Green" as a brand name because it would not indicate a single source for the product.

▪ On the positive side, what are the techniques likely to produce a good brand name? A coined word will be the most distinctive, although it may well take an expensive advertising campaign to get the consumer to remember it. The classic example, of course, is Kodak, deliberately created by George Eastman to be meaningless but easy to pronounce.

One advantage of a coined word like this is that it can spawn a whole family of related marks, such as Kodalk (photographic chemical), Kodachrome (color film) and Kodascope (projector).

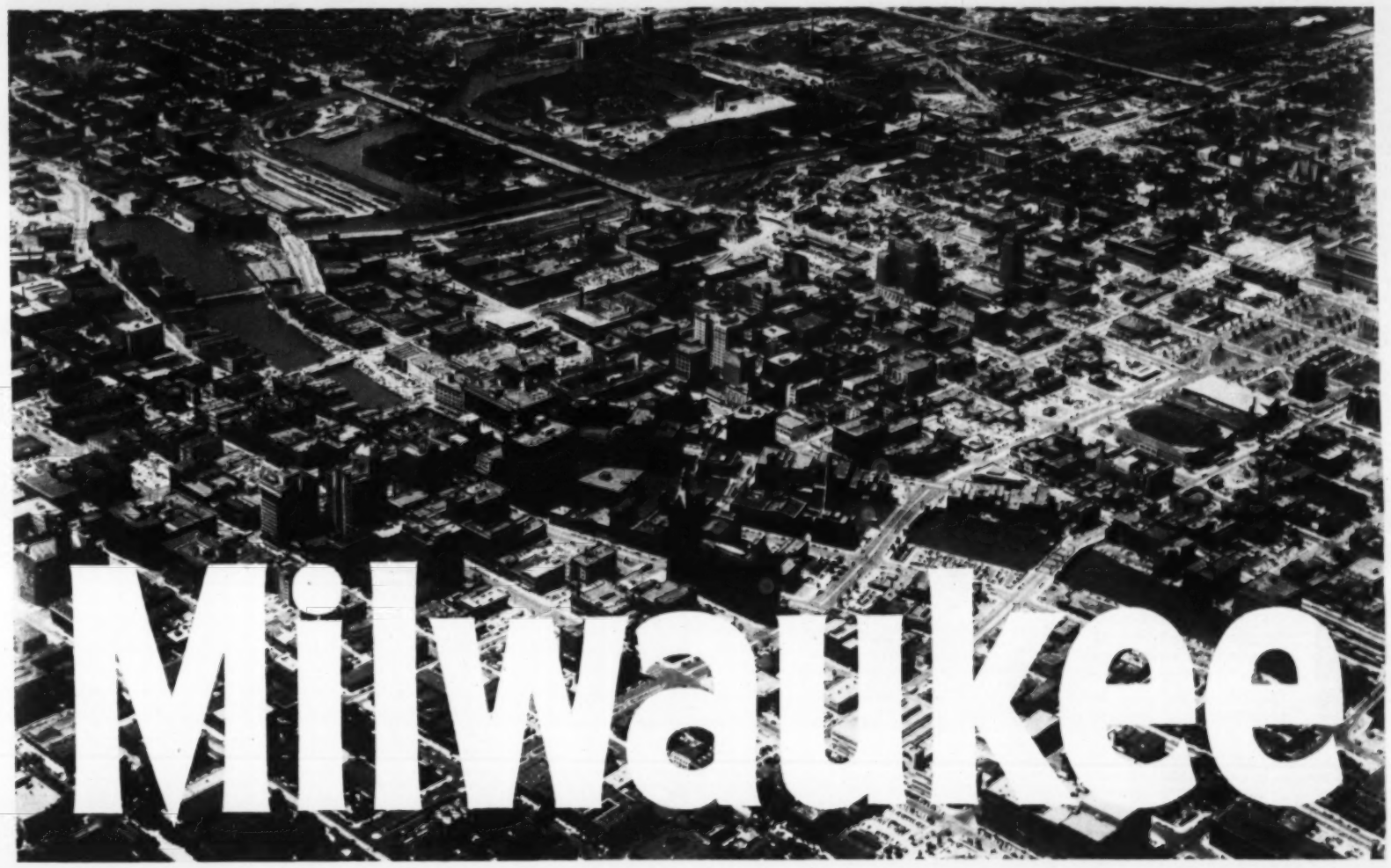
A different type of coined word derives from the initials or first syllables of the company's own name. Well-known examples include the long string of brand names identifying products of the various Standard Oil companies, such as Esso, Socony, Sohio and Stanolind.

Another good technique is to choose an ordinary English word that has no significance whatever in association with the product on which it is to be used. "Arrow," for instance, is as completely meaningless when applied to wearing apparel as a coined word would be. It therefore makes a fine brand name for men's shirts; and, since it is a common word of the English language, Arrow no doubt was easier for the consuming public to learn than a coined word would have been.

Probably the best type of brand name is the word that suggests some desirable quality of the product without actually describing it. That is sometimes a difficult line to draw, but the many successful brand names that fall in this category show that the effort is worth while. Think, for instance, of Flit, Mum, Snowdrift, Whirlpool and Tide; each of them is appropriate for its product, yet each is fanciful and suggestive rather than merely descriptive of the product.

▪ The practical problem of how to avoid conflict with some prior user always remains. Although there is no complete directory of all brand names in use, trademark lawyers have access to various sources of information, including Patent Office records, trade directory listings and others. Reports and opinions can be obtained on the likelihood that any proposed new brand name will be considered confusingly similar to one already in use.

It is an excellent idea to plan on having your brand name registered as a trademark. (There is no separate category for brand names in the law; they are considered simply as one type of trademark.) If your brand name meets the legal requirements for registration, you can be reasonably sure that you have succeeded in creating a distinctive trademark which, among other things, will stand up in court in case it should become necessary to proceed against an infringer. A trademark registration automatically puts everyone on notice under the law; that is, everyone is considered to have legal knowledge of the trademark even though he never bothered to check. Accordingly, there can be



. . your 7th largest newspaper market — a market of better income families

In only *six* cities can you reach as many families with ONE daily newspaper as in THE JOURNAL in Milwaukee. In *none* of these can you get the economical *one-paper* coverage of 9 out of 10 homes provided by THE JOURNAL in the Milwaukee metropolitan area. And only *four* exceed Milwaukee in average family income.

THE MILWAUKEE JOURNAL

All-time high circulation—370,647 daily, 500,424 Sunday
National Representatives, O'Mara & Ormsbee, Inc.

Better Customers for 1959

—how Milwaukee ranks among the 20 largest metropolitan areas

Median Family Income (Bureau of Census)	5th
% Spending Unit Incomes Over $4,000	3rd
% Spending Unit Incomes Over $7,000	6th
Median Value of Single Dwelling Units	4th
Retail Store Sales* per Family	2nd
Food Store Sales per Family	5th
General Mdse. Store Sales* per Family	4th
Automotive Sales per Family	6th

*Excluding mail order and other non-store sales.
Sources: Bureau of the Census, Sales Management Survey of Buying Power, SRDS Consumer Markets

Measured by size of audience, economy of coverage, income and buying habits, Milwaukee easily rates among your top 10 newspaper markets

no such thing as innocent infringement of a trademark that has been registered.

An application to register a trademark in the U. S. Patent Office cannot be filed until *after* the mark has been put into use, but even having an application on file is worth while. Honest competitors normally will check before introducing new brand names and will refrain from copying yours if they find a record of a pending application. For similar reasons, it is wise to list brand names in trade directories or similar publications if they exist in the particular industry involved.

To avoid any possible misunderstanding, the statements made above are only highlights and not a comprehensive explanation of trademark law. Other ramifications of this complex subject will be treated in future columns. #

Tyler Picks Ten for December . . .

Not Too Much Change Visible in Creative Output in '58

By William D. Tyler

William D. Tyler

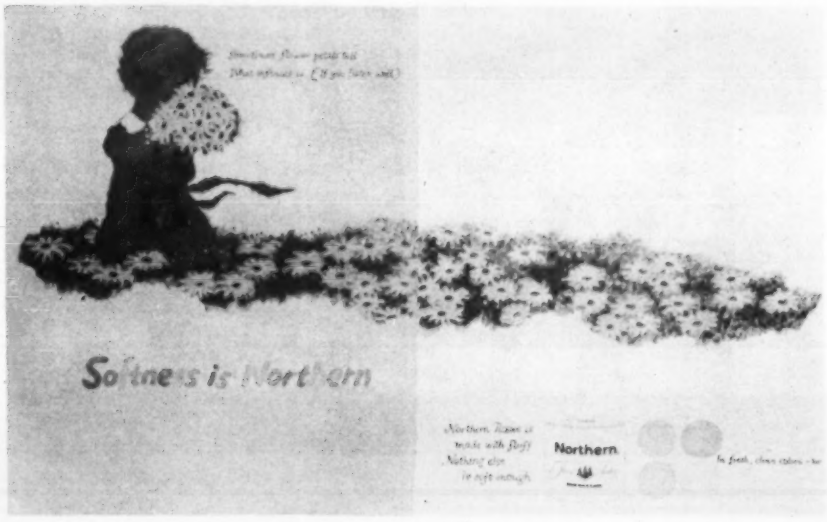
Last year was the year of the "return to creativity." Emphasis was to be shifted to the creative idea and away from the logistics and implementation of advertising. I didn't see much change, did you? Maybe it takes longer than a year to develop great creative people. Maybe we'll have to maintain this attitude over a longer period before we can attract the very best brains. It takes time to grow people who can produce ads like these . . .

Let Others Be Damned

It's hard to judge a strike ad. The stronger it is the more apt it is to strain relations further. So I can't tell whether "Let others be damned," for American Airlines was good or bad. It ran just before Christmas and it said, in effect, that the company was disappointed and ashamed that it couldn't make good its obligations to the public and that the reason was the pilots' demand for over $30 an hour. It sounded good to me. It sounded like a man who knew what he was writing about, and meant every word of it. He was the airlines' president, C. R. Smith, a man I'll promise a copywriter's job to, the moment he's ready. Layout by Suren Ermoyan of Lennen & Newell.

Indiana Saved $9,740,000

Why more advertising is not built around facts escapes me. When you get one that is, it stands out like a beacon, and you know *that* stands out. The Portland Cement people have been beating their gums in print for some while. Now group head Dave Lundstrom and writer George Lindstrom of J. Walter Thompson in Chicago head a spread with a fact and a figure, and I'm a concrete man from here on in. The art director was Bob Dohn.



Nerviness Is Northern

Pretty nervy business for the Northern Paper Co., a regional maker of toilet paper, to run a color spread in a national magazine. Particularly since the spread was a media "first," consisting of the last two pages in *Life* (including inside back cover). Dave Edmunds (with an assist from Sam Fink, head of the department) did the stunning layout all in soft pastels against white, to illustrate the theme's headline, "Softness Is Northern." Strong quality impression. Good mood copy by Margaret Ludden of Y&R in Chicago.

Most Important Quarter-Inch

Probably the most sensitive area in advertising lies in the creation of a successful cigaret campaign. This is primarily so because the public has its guard up against tobacco advertising. You have to disarm people before you can sell 'em. The Parliament ad shown here seems to have some of that quality. Written by North Wolf and Peter Olmstead, with layout by Allan Rockmore of Benton & Bowles.

March for the First Month?

For fine sentimental copy, let me direct your attention to that written by Thompson's for the Institute of Life Insurance. The headline you see here. The copy lead: "A clay ash tray, shaped by childish hands and a heart full of love? A calendar sticky with glue and March for the first month?" And on into ". . . a father's love is something he may never see in use—his life insurance." Layout by Clyde Bartel; copy by Marcia Sloane.

for couples who don't want to work after work
Why work, mixing drinks . . . when you can enjoy superb cocktails almost without budging from your chair? Mixed to perfection, ready to serve . . . just stir with ice. Or pour right on-the-rocks.
you've got it made with
HEUBLEIN COCKTAILS

First Drinking Woman

The great milestone in our economic history—the first liquor ad with wimmen—has come and gone. It was, I believe, the repeat of the Heublein Cocktails ad with the clever Estelle Farman and Bob Marshall headline: "For couples who don't want to work after work." It first appeared last fall with the female member invisible but implied. Now, in Hershel Bramson's new layout, you see her. Not a very earthshaking change, really. Good ad either way. Gumbinner is the agency.

'Neither Aspirin nor Bufferin . . .'

The triangular warfare between Anacin and Bayer and Bufferin is not something that adds to the glory of advertising. Each is beating the others over the head until the public must be either repelled or confused. The current Bufferin ad, though it, too, discredits competition, is strong medicine of its sort. It sharpens the "doesn't upset your stomach" claim in a new and provocative way. Steve Wygant of Young & Rubicam is responsible. Art direction by George Infante.

(*Continued on Page 78*)

Can your wife help make you a multi-millionaire?

WE'VE all heard it said that making even *one* million dollars in this day and age is impossible...

But several dozen American men have made over *ten* million dollars in the last 20 years...*and made it from scratch.*

How did they do it? Perhaps you'd better ask your wife.

Because, this month, over 5,700,000* American women will be reading Vance Packard's fascinating article, "How to Make a Fortune–New Style" in Ladies' Home Journal. And, we're willing to wager, several million American husbands will be hearing the fortune-building formulas of such men as Stephen Masters...William Lear...Leo Corrigan ...Charles Revson...Daniel Ludwig...and many others, over their evening dinner-tables.

Editing like this–knowing that women are interested in *everything* from how to make an elegant buffet supper to how men make money–is what we call Journalpower. It's the special ingredient that makes millions of women respond quickly, positively, enthusiastically to ideas in the Journal's pages. It's what has made Ladies' Home Journal No. 1 with women...and with advertisers to women.

Ladies' Home Journal closed February with 36% gain in advertising revenue over last year...a gain of 14,115 lines...the biggest February issue in Journal history.

Never underestimate the power of a woman...nor the womanpower of the No. 1 magazine for women

Ladies' Home JOURNAL

A CURTIS PUBLICATION

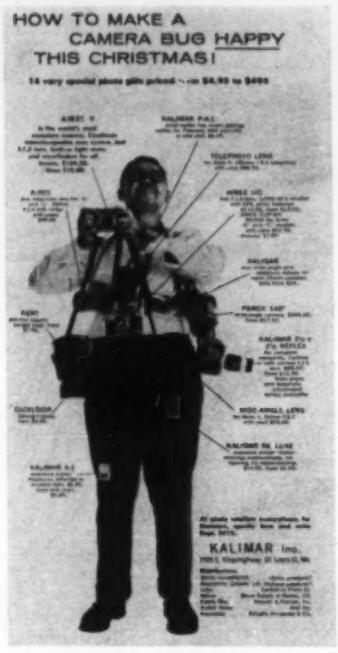
*Publisher's Estimate

'X-ray Peek at a Gift'

Trickiest ad of the month was the back-to-back use of two-color half-pages in *Life* for Ancient Age. First half page showed nothing but a blank gift carton with this message below: "Psst! Hold page up to bright light for an X-ray peek at a great gift." Holding it up disclosed bottle of product which was illustrated on reverse side. Register was such that it fitted neatly inside carton. Idea was by Doyle Dane Bernbach's Helmut Korne, who also laid it out.

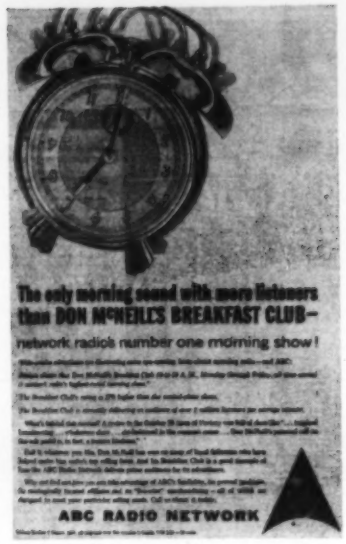
Best Christmas Ad?

Christmas gift advertising was not outstanding. Certainly the most engaging ad was the one John Bergin and Jim Jordan of BBDO came up with for Luckies. The gag of having Jack Benny "giving (yes, giving!)" did not run away with the ad, but gave it just enough fillip to add warmth and readability. Swell layout by Vic Capellupo.



Camera-happy Bug

Second best gift ad was a stopper that ran in *Sports Illustrated* for Kalimar in St. Louis, headed, "How to make a camera bug happy this Christmas." The illustration of the walking camera store did the trick. Stan Wilten of Gardner Advertising Co. in St. Louis was responsible for the idea, Jim Wortman for the layout. Showed a lot of imagination.


The only morning sound with more listeners than DON McNEILL'S BREAKFAST CLUB—
network radio's number one morning show!
ABC RADIO NETWORK

Quick! What's Radio's No. 1?

A good way of drawing attention to the size of the audience for a radio show was Jim Jordan's of BBDO for the American Broadcasting Co. His headline: "The only morning sound with more listeners than Don McNeill's Breakfast Club." It was illustrated by a jangling alarm clock. A striking way of getting over the message that this is network radio's number one morning show. #

Agencies Ask Us . . .

How Agencies Go After New Business

By Kenneth Groesbeck
Advertising Agency Consultant

"Will you give us an outline, please," writes a California agency, "covering what steps we should take in order to conduct a really productive new business operation? Can this sort of thing be done by the agency owner, by account executives, or do we need a special department headed up by an individual who does nothing else? This could be rather expensive. How much business must such an individual land to justify his salary and the costs of his department?"

Kenneth Groesbeck

Answering this question backward, the ideal new business setup within the agency is a separate department headed by an individual skilled in agency selling. This, however, is completely impractical except for the largest shops. You can't get a man good enough to do this job under $12,000 or $15,000 a year, and the cost of his department will run, with secretary, rent allocation, phones and other expenses and materials, probably another $15,000. To justify such an expenditure the operation should land at least half a million dollars' worth of new billing per year. If it is as successful as this, you can stack your $75,000 new gross income against your $30,000 costs, and come out not too badly, inasmuch as the billing supposedly continues *without further promotional expense*, for perhaps six years.

Ordinarily we say we can afford to pay for new business 2% of our 15% grossed, and this is a good figure to start with. This, however, would give us only $10,000 to spend for landing the business, so you see considerable latitude exists between the theoretical figure and what we are really able to spend. It depends very largely upon the character of the business. One account, for example, will cost us a lot less than ten accounts totaling the final figure.

In our expenditure of roughly $30,000 a year for our new business operation, we must mentally charge off some of this to agency prestige, reputation, etc. Chances are, also, that the work will become more efficient as the years go on.

For the smaller agency, this sort of expenditure is simply out of the question. Here the boss and the account executives must do the new business job.

Each of these people should allocate a definite number of hours to new business work each week, otherwise it will not get done. All of us know that we tend to take care of our clients first, and that after doing a proper service job, there is no time left over for new business work.

■ There's a bit of wish-thinking involved here, we see. We like to contact and service clients, and we hate like hell to go out and scout for new accounts. But if we don't, we won't get them. And if we don't get them, the normal mortality in the business will soon run us into trouble.

Definite time allocated, and personal contacts with prospects. That's the formula, and the only one that works.

Supporting these contacts, and indeed often setting them up, is a series of letters sent out by the agency every month. These talk more about the prospect's business than about ours. They must be sound, original in concept, informative, of obvious value to the recipient. Canned information about the general business picture is better than nothing, but it's a rather lazy way to conduct anything as important to the agency as its new-business program.

■ Of basic importance is the formulation of a list of prospects, in card-file form. Get all the names of all the people influential in advertising in all the companies in (1) the price range you can handle; (2) of the character you think you can do a good job on; and (3) geographically near enough to your office so you don't have to spend exorbitant sums in travel.

Send all these people individual letters. There is no objection to sending the same letter to several people in one organization. This is what we have on our mind this month, and the more individuals you can talk to about this subject, the better. Always supposing the subject is worth talking about.

■ As soon as such a program has started, certain individuals will emerge from the anonymity of the list into the definite classification of "interested, mildly or more, or at least willing to be seen." These people get an immediate phone call for an appointment, and a personal solicitation.

The man contacting such a prospect should be prepared to go all the way in selling his agency. He must not figure that his call is a preliminary step, to be followed up later. This may be the agency's only chance to contact this particular advertiser. Thus the agency salesman should never make such a call without full information as to the client's business (or as full as he can make it) and a complete story on the agency itself. He must be prepared to sign up the prospect right on the spot. And it's a very proper frame of mind to be in, at that. Probably you won't get the business at this first call, but take a shot at it, anyhow. You never can tell. The guy wouldn't be seeing you unless he had something on his mind.

■ Records of changing situations within each prospect's area must be carefully kept up to date. After any contact, of any sort, confirm it with a letter of appreciation. Follow up these clearly vulnerable situations closely. Don't let too much time elapse between impressions.

Always, in every contact, think about what you can do to improve the advertiser's sales situation, get him more results for less money, improve his competitive picture, his reputation with the trade. Be alert, ingenious, never afraid to make suggestions—but don't shadow box, don't bluff, don't be importunate. Be polite, but be demnition helpful, original, and sound.

You will be very fortunate if your contact uncovers a problem in the advertiser's business on which you may be able to come up with the answer. Nothing so convinces the prospect of the agency's value as sound suggestions for the betterment of the client's business.

■ Infinitely more important to the advertiser than agency size, branch offices, many departments, is one paramount question: *Does the agency spark sound ideas?* And for such, the small agency is under no handicaps whatever as compared with the big shop. #

If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

There's never a food page in Better Homes and Gardens that doesn't "ask for the order," that doesn't say, in effect, "*You* can do this, too!"

But this editorial recipe for exciting people to try it or buy it isn't reserved for food pages only. The magic of ideas moves BH&G readers to decorate, to build, to travel by its pages—to "live by the book." And since an average of 15½ million men and women read Better Homes and Gardens each month, that means a lot of people acting on a lot of ideas!

What sort of products get the best advertising break in Better Homes and Gardens? The answer is as long as the endless list of things a family wants or needs to live more fully and pleasantly. Advertising is welcome and productive in Better Homes and Gardens' atmosphere of ideas. For BH&G has a gift for making people want things so much that they're ready to go out and buy them. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads

. . . the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Two Advertising Teachers Reply to Nelson's 'You Can't Train Admen in College'

To the Editor: I've just checked the catalog listing of advertising courses offered by the University of Hartford, and they don't list "Advanced Cigaret Advertising." I wanted to be sure before I said a few words to James C. Nelson Jr., author of "You Can't Train Admen in College Ad Courses" in your Dec. 22 issue. What they do list is "Principles of Advertising" and "Advertising Copy Writing," 6:25-9:55 p.m., Thursday. Instructor: Donald R. Holland.

During the daylight hours, I'm an account executive. But one night a week I enter the cloistered walls of a university to face 18 hard-working serious-minded adults eager to know all they can about the strange world of advertising. You have no idea, Mr. Nelson, how eagerly they want to know; you have no idea how desperately they need someone to straighten out what they *think* they know already!

■ Do you know what they think the advertising business is, Mr. Nelson? Slick talking . . . twist the facts . . . distort the truth . . . bunch of wise guys out for a quick buck . . . glib talking language benders. Eighteen intelligent, honest adults honestly believe that. Why, I need three class periods just to gain their confidence and prove I'm not a con man!

I've been at it four years now, and I must confess I haven't discovered one creative copy genius. But I console myself with the knowledge that there's something more to advertising than being a brilliant creative man. You're absolutely right when you say it's impossible to train a creative man; you're absolutely wrong when you tell us that we *try*! We don't. Our job is to train advertising-minded business men. Our job is to turn out men and women with some knowledge and understanding of what advertising can and cannot do.

We have them try their heavy hand at writing copy, not so Doyle Dane Bernbach will send them a "Come-Right-Now-We-Need-You Desperately" telegram, but so they'll appreciate the sweat and struggle that a good writer puts into a fine piece of copy. This understanding ought to come in handy one day when they're advertising managers.

We try to get across the total concept of advertising as a potent tool of marketing, no better or no worse than the man who wields it. Some future marketing manager will be better for appreciating this concept.

Or maybe some future company president, dimly recalling our admonitions about using all media effectively, will talk intelligently to his agency. Let the agency thank us for *that*.

Or maybe it's just some guy with a shoe store working over the copy for his "Big Sale Tomorrow" ad and vaguely recalling what we told him about getting some benefits and advantages into the headline.

■ Who knows, there might even be an agency cub surprising the hell out of his supervisor by reading Standard Rate & Data correctly. At least they won't have to teach him *that!*

That's what I do every Thursday evening, Mr. Nelson. I train future business men, not creative geniuses. Come next June, I hope 18 adults will have their misinformation about the advertising business corrected; I hope they'll be aware of the fundamentals of our business and be able to use advertising intelligently.

And don't forget, Mr. Nelson, we're doing it for *you* . . . for you and for everyone else in the advertising business. It's just possible you'll run into one of our students sitting across a big desk watching you nervously go through your new business presentation some day. Our boy will at least be able to appreciate what you're talking about, and maybe then you'll wish you could eat your Advertising Age article. In fact, if he's one of *my* students, I can guarantee you right now he'll *make* you eat it!

Donald R. Holland,
Graceman Advertising Inc.,
Hartford, Conn.

•

To the Editor: James C. Nelson Jr. undoubtedly will attract some comment upon his article in the Dec. 22 issue of Advertising Age. I hope those educators who answer will not "put forth too much strength and become fierce from fear."

Most meaningful activities of man usually acquire what is known as a fund of formal knowledge. This knowledge commonly includes description, history, theory and principles. In the 20th century we look to the campus for the organization of man's experience into formal knowledge.

It is one of man's distinctive qualities that he can store experience so that each generation can add to it. Showing young people what has been stored, and where it is located, is an important part of what we call education.

■ The whole area of mass communication is so young that many persons presume that the storehouse of experience is pretty empty. One can't judge the contents of a warehouse by looking at the exterior. Perhaps Mr. Nelson is familiar with the contents of mass communication's warehouse of experience and knowledge. If he is, he would oblige his readers to demonstrate his familiarity.

The reason is simple. Man has been so successful at storing, then formalizing, knowledge that a failure would be the exception rather than the rule. It is the exception which obliges proof, not the rule. Mr. Nelson doesn't prove his exception.

Mr. Nelson has embarrassed himself by implying that students would learn more from "actual fulltime practitioners" than they would from John Crawford. John has been a fulltime practitioner for many years, and only about two years ago gave up a handsome five-figure income to teach advertising. More, John's advertising career was distinguished by both success and public service.

Further embarrassment of Nelson by Nelson illustrates why we try to teach all students a sense of responsibility to guide them in the use of mass communications.

■ The further embarrassment I refer to comes when Nelson refers to the graduate study required of advertising teachers as "five years of instruction in student-watching." He makes the presumption that the graduate study of a professor is in the field of teaching skills. This, he says, is the technique-vs-content problem.

John Crawford did his graduate study in political science, as did Dean Sabine.

When advertising matures in keeping with Crawford's and Sabine's goals, says Nelson, the advertising graduate will have "a shiny new set of ethics, even better than the boss's."

And a passion for fact-finding and accuracy, Mr. Nelson?

Max Wales,
Associate Professor, School of Journalism, University of Oregon, Eugene.

• • •

Close Look at Guarantee Shows a Discrepancy

To the Editor: The attached ad from the *Los Angeles Times* of Dec. 18 certainly reeks, and should be up near the top of the list of "Advertising we can do without."

Close perusal of the "10 years guaranteed—Automatic Water Heaters" reveals in fine print between the two lines that the guarantee applies only to Square (?) Deal's experience, not the water heaters after all.

How stupid can a copywriter get!

Harry F. Utley,
Pacific Coast Manager, Pit and Quarry Publications, Whittier, Cal.

HOLIDAY SPIRIT WITH A HOLIDAY SPECIAL!
Free Garbage Disposal
FREE $49.50 New 1st Quality Garbage Disposall With a purchase of any one of the Sink and Cabinets combinations listed below:
New 42" Sink & Cabinets $73.00
New 54" Sink & Cabinets $84.00
New 66" Double Sink & Cabinets $89.00
10 YEARS GUARANTEED
EXPERIENCE IN WATER HEATERS
AUTOMATIC WATER HEATERS
ANY SIZE LISTED
20-Gal. or 30-Gal. or 40-Gal.
★ Safety Pilot Control
★ Installation Arranged Immediately and Reasonably
★ Factory Record.
ONLY $25.00
FULLY GUARANTEED
SQUARE DEAL Plumbing Co.
2302 E. FLORENCE AVE., HUNTINGTON PARK
LUdlow 7-9911
NOTHING DOWN—BANK TERMS
OPEN SATURDAY 9 TO 5:30

• • •

Credit Belongs to Miss Jones as Gas Industry's First

To the Editor: In your Dec. 8 issue of Advertising Age, an item appeared stating that Mrs. Alta Ewalt Evans, a member of the American Gas Assn.'s domestic advertising committee, was the first woman to serve on this important gas industry committee.

Miss Gussie O. Jones, longtime advertising manager of the Atlanta Gas Light Co., Atlanta, was actually the first woman to serve on this committee many years ago. Miss Jones was not only a member, but also served as chairman of the domestic advertising committee during the years 1952, 1953, and 1954. I will add that we would be happy if we could get Miss Jones to serve again.

We will greatly appreciate it if you will have an opportunity of printing a correction.

Kenneth F. Muldoon,
Advertising Manager, American Gas Assn., New York.

• • •

Questions 'Substantial' Experience of 30-Year-Old

To the Editor: One of the most ridiculous recruiting ads I've seen in my 28 years of association with the advertising business appeared in the classified columns of your Dec. 22 issue. Headed "Top Twenty Agency Wants Topnotch Account Executive," the ad calls for a man about 30 with *substantial* agency or client background to apply his administrative and planning tal-

MEETING A PAYROLL TAKES more THAN MONEY

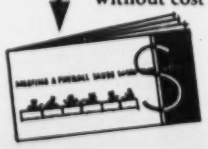
IT TAKES — handling and training of personnel . . . purchase and maintenance of machines . . . preparation and checking of an ever increasing number of records.

There's one sure way of getting rid of this management Frankenstein —

R & S high-speed, electronic
PAYROLL ACCOUNTING

. . . one, low cost for the entire job — in direct proportion to number of employees — 75 or 2,500!

"Meeting A Payroll Takes More Than Money" is the title of our booklet giving full details of this time and money-saving service. A request to Dept. A will bring a copy without cost or obligation — *it's worth your study!*



NATION-WIDE SERVICE R&S

RECORDING & STATISTICAL CORPORATION

Executive Offices: 176 Broadway, New York 38, N. Y.

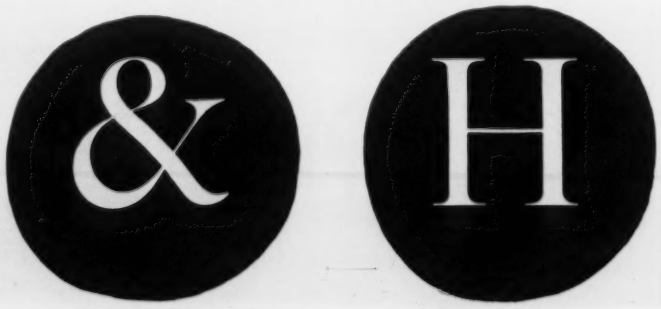
NEW YORK: 100 SIXTH AVENUE, NEW YORK 13, N. Y. WOrth 6-2700
BOSTON: 566 ATLANTIC AVENUE, BOSTON, MASS. Liberty 2-5365
CHICAGO: 223 WEST JACKSON BOULEVARD, CHICAGO 6, ILL. HArrison 7-7357
SAN FRANCISCO: 560 SACRAMENTO STREET, SAN FRANCISCO 11, CAL. EXbrook 2-4341
MONTREAL: 407 McGILL STREET, MONTREAL, CANADA. PLateau 3831
TORONTO: 439 WELLINGTON STREET, WEST, TORONTO, CANADA. EMpire 3-4951

Collins, Miller & Hutchings INC.

333 WEST LAKE STREET · CHICAGO 6

America's finest photoengraving plant

for letterpress and gravure



ents to a multi-million dollar account.

Now it may be that I'm not up on Korzybski's latest work in semantics, but it would be interesting to know just what this advertising agency means by "substantial." Could it be that they are looking for a lad whose education ended with grammar school and enabled him to pack in about 13 years of solid advertising experience? No time out for war service, of course.

If I were a multi-million dollar advertiser, I'm sure I would not be overwhelmed with enthusiasm for the substantial experience a man of 30 could apply to my account.

Shouldn't this ad be filed under "Advertising we can do without"?

William Bolton,
William Bolton Associates, Philadelphia.

• • •

Says Deadlines Don't Count in Productive Copywriting

To the Editor: Generally, pontificating doesn't annoy me. However, our friend James D. Woolf's column in the Dec. 22 issue got under my skin. Anybody who is sitting on cloud 9 and states that "the copywriter's greatest problem is his never-ending fight with deadlines," simply had nothing to say and had to fill a column.

More fine productive advertising has come out of the need for meeting a deadline than ever emanated from an ivory tower wherein there was no clock.

It is this attitude toward writing that serves as an alibi for the "tomorrow" boys in our business. You and I have both sat in on enough meetings that produced because the need to produce was there, to know that deadlines don't sink productive copywriting.

Joseph M. Koehler,
Publisher, American Hairdresser Publishing Co., New York.

• • •

'And Mona Lisa, Too'

To the Editor: Enclosed is the ad to end all "eye-patch" and "tattooed-hand" type ads. *It has both!* All this—and Mona Lisa, too!

At first I couldn't figure out why Mona Lisa is in the ad. Then suddenly it dawned on me that Mona Lisa has gone into the restaurant

business. And Mr. "Eye-Patch" is trying to sell her a Star Deep Fat Fryer—so she can fry "Almost One Quarter Mile of French Fries Per Hour."

That odd noise you hear? Oh! That's just Claude Hopkins turning over in his grave!

Leon Seelig,
Seelig & Co. Advertising, St. Louis.

• • •

'Business Hawaii' to Use AA Excerpts

To the Editor: In January we plan to air a 15-minute weekly business program. This program will be called "Business Hawaii" and will deal specifically with business and advertising trends on the island.

We would like permission to quote occasionally excerpts from your excellent magazine, particularly the feature section. We will give full credit to the source.

Hal Gieseking,
Boland Associates, Honolulu.

• • •

'What Price Publicity!'

To the Editor: What price publicity!

The lead article "The Best Publicity Is Free" in the November issue of a trade magazine in the amusement park field, quotes an amusement park operator in Oklahoma City:

"The value of newspaper stories on our activities, on our specialty acts, on our industrial picnic promotions, just can't be overestimated . . . they are actually better than paid advertisements because more people read them.

"For instance, this summer we were featuring Buster Crabbe in some of his great swimming and diving feats. A boat capsized on a nearby lake; two women were drowned. Local police and rescue officials jumped at the opportunity to have Buster help in recovering the bodies."

The magazine comments that "this one got news stories in all local newspapers, besides shots on both Oklahoma City television stations, and each mention identified Buster as being 'at the amusement park for the week'."

"And this publicity," added the park operator, "didn't cost us one penny."

I guess the rationalization would be that the two women were gone anyway, the same philosophy that lets you enjoy watching a burning building rather than deploring the catastrophe, about which you can't do anything.

Lewis W. Selmeier,
The Lewis W. Selmeier Co., Cincinnati.

Advertise Where Each Household Has $7,440 to Spend! ...In Remarkable ROCKFORD Illinois

$

14th in the Nation in Spendable Income Per Household

Rockford is a TOP Market not only because it is the 1st City in Population in Illinois*, but also because its customers have the money with which to buy. Rockford, Illinois, with $7,440 per household, ranks 14th in the U. S. in spendable income per household (SRDS). It is the 1st City in Illinois* in Total Retail Sales, Food Sales, Automotive Sales, Furniture — Household — Appliance Sales. You will find it pays to advertise your product or service in the newspapers blanketing this rich 13-county market of over half a million people in northern Illinois and southern Wisconsin. Remember, the cash registers are ringing in Rockford and they may as well be ringing up sales for you. They will when you use . . .

*Outside Chicago

ROCKFORD MORNING STAR
Rockford Register-Republic

finest full COLOR facilities

Call off the Hidden Persuaders!

by
Bert Ferguson
Exec. Vice President,
WDIA

It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless you know a few pertinent facts, you may be missing high volume sales in 40% of this great and growing market! This 40% consists of the Negroes in the Memphis market area.

THEY'RE SOLD ON WDIA!

Low Negro newspaper and magazine readership and low percentage television ownership among Negroes mean that you can't reach the Negro with these media.

WDIA, only 50,000 watt station in the area, programs exclusively to Negroes. This unmatched personal appeal commands the Negro's loyal, sales responsive listenership. He first listens to WDIA — then buys the products advertised on his station! Result: WDIA literally delivers this market to you as a unit!

WDIA reaches—and sells 40% of the Memphis market. And, there are 1,237,686 Negroes in WDIA's listening pattern. The largest market of Negro consumers in the entire country!

What's more, these Negroes spend, on the average, 80% of their income on consumer goods! And last year, that income added up to an overwhelming $616,294,100 total!

IT'S A LOYAL MARKET!

And Memphis Negroes listen, first and foremost, to WDIA! In the March-April 1958 Nielsen Station Index, Sunday thru Saturday, WDIA totaled up an overwhelming 52% more rating points than the next-ranking station!

Station	Total Rating Points
WDIA	528.2
Sta. B	337.1
Sta. C	284.1
Sta. D	278.8
Sta. E	137.4
Sta. F	101.3
Sta. G	74.1

Last year, Negroes in the Memphis market bought 63.7% of the cooked cereals sold in Memphis . . . 41.6% of the bread . . . 54.5% of the deodorants . . . 48.7% of the salad dressing!

WDIA's impressive list of year-round national advertisers includes:

CARNATION MILK · PURE OIL · BAYER ASPIRIN · LIGGETT AND MYERS TOBACCO COMPANY · NATIONAL BISCUIT COMPANY · WONDER BREAD · WRIGLEY'S SPEARMINT CHEWING GUM.

WDIA—and WDIA alone—sells the Memphis Negro market. WDIA can wrap up this high volume market for you—in one neat package!

Write us today for facts and figures. Let us show you how WDIA can be a high-powered selling force for you—in this big buying market!

WDIA is represented nationally by John E. Pearson Company.

Egmont Sonderling, President
Archie S. Grinalds, Jr., Sales Manager

Nielsen Network TV

Two Weeks Ending Dec. 6, 1958

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	18,096
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,400
3	Wonderful Town—9 p.m. (Carling, Westclox, Procter & Gamble, CBS)	16,400
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,008
5	Perry Como Show (Several sponsors, NBC)	15,921
6	Maverick (Kaiser, Drackett, ABC)	15,095
7	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	15,095
8	High Adventure-Lowell Thomas (General Motors, CBS)	15,008
9	Perry Mason (Several sponsors, CBS)	14,964
10	Danny Thomas Show (General Foods, CBS)	14,921

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	42.7
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.4
3	Wonderful Town—9 p.m. (Carling, Westclox, Procter & Gamble, CBS)	38.2
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	38.2
5	Perry Como Show (Several sponsors, NBC)	37.3
6	Maverick (Kaiser, Drackett, ABC)	36.5
7	Pro Football Games—Saturday (Several sponsors, CBS)	35.7
8	High Adventure—Lowell Thomas (General Motors, CBS)	35.6
9	Ed Sullivan Show (Mercury-Edsel, Kodak, CBS)	35.3
10	Perry Mason (Several sponsors, CBS)	35.3

*Nielsen Average Audience***

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,573
2	Wagon Train (Ford, National Biscuit Co., NBC)	15,008
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,921
4	Danny Thomas Show (General Foods, CBS)	13,833
5	I've Got A Secret (R. J. Reynolds, CBS)	13,703
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	13,659
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	13,616
8	Maverick (Kaiser, Drackett, ABC)	13,181
9	The Texan (Brown & Williamson, CBS)	12,876
10	The Real McCoys (Sylvania, ABC)	12,702

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	36.4
2	Wagon Train (Ford, National Biscuit Co., NBC)	35.4
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.0
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	33.1
5	Danny Thomas Show (General Foods, CBS)	32.3
6	I've Got A Secret (R. J. Reynolds, CBS)	32.3
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	32.0
8	Maverick (Kaiser, Drackett, ABC)	31.9
9	The Real McCoys (Sylvania, ABC)	30.7
10	The Texan (Brown & Williamson, CBS)	30.4

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

REMINDER—*National Broadcasting Co. is using bulletins like this in an extended outdoor campaign to reach admen. The bulletins appear on commuter routes in New York, Chicago and Detroit and are scheduled for other advertising centers. Grey Advertising Agency, New York, is the agency.*

Business Paper Publishers Differ on Editor's Role

NEW YORK, Jan. 6—How much help should editors give their business departments?

Louis J. Perrottet, president of Gage Publishing Co., New York, told a meeting of the New York Business Paper Editors Assn. that "if the question is interpreted to mean, 'How can editors give direct help to the business department?' my categorical answer is, Don't!

"Here's why," he said. "First, editors are too damn honest. Second, they are too precise. Third, they are too guileless. Fourth, if they aren't reader-oriented, they're not editors at all.

"We believe that aside from saying hello on the elevator every morning, any further contacts between the sales department and the editor should be in the form of the salesman asking the editor a question. We attempt to get from the editor the information he has gleaned from the field and interpret that information for use by our salesmen—all without compromising the editor."

■ Arthur J. Bamford Jr., exec vp of American Trade Publishing Co., took a slightly different position.

"Since advertising is an integral part of our business," he said, "we ask our editors to keep the advertiser in mind. We also work closely with our advertising department in the planning of future feature articles. We feel it's entirely legitimate to tie in long-range advertising with our editorial content."

A poll of members of the New York editor's group revealed most editors favor giving indirect help to their business departments and advertisers, but balk at direct participation.

On the question of whether it is ethical for the editor to accompany a salesman on advertising calls, 83.5% said it's not and that they don't do it, while 16.5% said they did make sales calls.

In general, smaller-staffed publications and those covering highly technical fields generally encourage editor-advertiser contacts, the poll showed. #

Atlas Sets Larger '59 Budget

Atlas Van-Lines Inc., Chicago, will step up its advertising and public relations program in 1959. Included will be ads and publicity in selected trade publications, direct mail, point of sale material, brochures and ad mats and sales tools for agents. Garfield-Linn & Co., Chicago, is the agency.

Dobson Joins Opinion Research

William A. Dobson, formerly vp of Savage-Lewis, Minneapolis, has joined Opinion Research Corp., Princeton, N. J., as research executive.

Regal Agency Moves

Regal Advertising Associates, New York, has moved to new offices at 575 Lexington Ave.

Art Gallery Names Wexton

Associated American Artists, New York, art gallery, has appointed Wexton Co., New York, to handle its advertising. The account was previously handled by Maxwell Sackheim & Co. Wexton also has named Warren Spellman, formerly editor of "*McCall's* Health & Beauty Aider," an assistant account executive.

W. S. Hill Adds Two

W. S. Hill Co., Pittsburgh, has been appointed to handle advertising and pr for the Cargotainer division of Tri-State Engineering Co., Washington, Pa., manufacturer of welded wire mesh containers, and for Jas. H. Matthews & Co., producer of marking tools and equipment for industry.

Snyder Joins Magazine

John J. Snyder, former art director of Young & Rubicam, Detroit, has joined *Western Family Outlook*, the news magazine to be launched in February, 1959, in the same capacity. Mr. Snyder was also with Grant Advertising and Campbell-Ewald, both in Detroit, before joining Y&R.

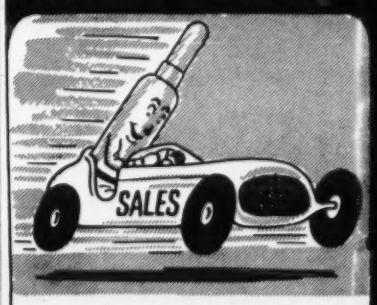
Batz-Hodgson Adds Lincoln

Batz-Hodgson-Neuwoehner, St. Louis, has been appointed to handle advertising for Lincoln Engineering Co., a division of McNeil Machine & Engineering Co. Lincoln makes automatic lubricating systems for industrial, agricultural and automotive markets.

Martin Joins Van der Boom

Nick Martin, formerly advertising manager of Permanent Filter Corp., Los Angeles, has joined Van der Boom, Hunt, McNaughton, Los Angeles, as copy chief.

Billy Bullet
SPEEDS UP SALES



"Sales on one of our products, for years, have been steady but slow.

"From our recent color page in The RIFLEMAN we completely sold out within 3 weeks our normal turnover for a full year!"

(Name on Request

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D. C.

Richards-C&H Merger Creates $30,000,000 Shop

(*Continued from Page* 1)
him from Dowd, Redfield & Johnstone, and a report persists that he may acquire some Revlon billing.

Among the senior officers of the new agency will be Ernest A. Gray, William A. Chalmers, Ellsworth D. Hill, Walter B. Geoghegan, Maitland Jones, John Shepherd, Duane Beurmann, Sandford C. Smith, Donald Anderson, Sylvia Harris, Walter Lurie, Seymore Frolick and M. Seklemian. It will have 350 employes and the merger was the handiwork of Robert Durham & Associates.

■ One set of conflicting accounts was apparent. Richards has a large chunk of National Distillers; C&H has 21 Brands. Inside the agency it has been said that 21 Brands will find a new agency for its $475,000 account (of which about 70% is spent on Ballantine scotch). Both agencies have rug companies—C&H has Karastan, Alexander Smith is with Richards—and this may lead to an account reshuffle.

Observers were curious about Boeing and Eastern Airlines. They aren't competitive, and Eastern is said to have no objection whatever to the merger. On the other hand, Eastern and its boss—Capt. Eddie Rickenbacker—have not been Boeing customers.

■ The agencies which completed the merger this week have been taking a few jolts in recent months.

• For Fletcher D. Richards, the jolts came in the form of the loss of American Machine & Foundry and of a string of West Coast accounts which followed Eugene Harrington when he resigned from Richards to join Honig-Cooper, Harrington & Miner as chairman of the board. Sherwood Dodge, exec vp of the agency, resigned in November.

• For Calkins & Holden, the jolts came over an 18-month period, beginning when H. L. McClinton left the agency and waited patiently for the $5,000,000 Prudential Insurance Co. account to follow him. Subsequent losses were Mueller Macaroni and Parade Publications.

■ Calkins & Holden has been reported to be near merger on several occasions. It came very close to merging with Burke Dowling Adams, and after the merger talks fell through M. E. (Mike) Carlock, vice-chairman of the board, left the agency. He joined the Adams agency as chairman of the board. In mid-summer, C&H merged with Seklemian & North, said to add $4,000,000 to its billing. It recently said that merger conversations with Edward H. Weiss & Co., Chicago, had been ended.

■ Richards has also been doing some active merger work. It completed a deal with Tandy, in Canada, and with the old Brooke, Smith, French & Dorrance of the West Coast. It has denied a repeated New York report that merger conversations are under way with MacManus, John & Adams. Some observers think the Calkins & Holden arrangement disturbs in no way the possibility of another merger later on. #

Hedlund Names Arbingast

Hedlund Mfg. Co., Nokomis, Ill., manufacturer of snow and water skis, toboggans and other sports equipment, has named Arbingast, Becht & Associates, Peoria, Ill., to handle its advertising.

Inspire Agency to Creativity; Don't Drive It, Says Ebel

TORONTO, Jan. 9—The primary qualification of today's advertising agency, according to Edwin Ebel, vp in charge of sales and advertising of General Foods, is its creative ability.

"I have frequently stated that more than ever before we have need for the creative skills of agencies," he told the Toronto chapter of the American Marketing Assn. "I say it again today with renewed conviction."

In today's hotly competitive climate, an advertisement must "fight for attention and fight like a champion. In today's competitive situation not every advertisement is going to be read, only the interesting ones. Not all ads will sell goods, only the interesting and persuasive ones," he said.

Mr. Ebel, who designated the creation of ideas as the agency's prime responsibility, also outlined the client's role in this area.

■ "Our job," he said, "is to elicit the best creative work an agency can offer. We can rightfully expect the highest quality of work from our agencies—but *we* are responsible for creating the climate in which the highest quality flourishes.

"It is the responsibility of every advertising manager to encourage the agency to be creative, imaginative and adventuresome. We should inspire rather than drive. We should be critical when criticism is called for. But when work is praiseworthy, we should be generous with our praise. Nothing so inspires creative people as an appreciative client. Nothing so opens their minds to your ideas as to have an open mind about their ideas."

Mr. Ebel called confidence the keystone of a successful client-agency relationship. Another factor in this relationship, he said, is that agency people should be aware of the functions of marketing and the ultimate marketing objective. This means the advertiser should give his agency "all the information that good judgment dictates."

■ At General Foods, he continued, agencies get information on sales figures, sales and distribution situations, manufacturing and distribution costs, profit margins and profit objectives—"any and all information that will be helpful in creating effective advertising."

He said GF agencies were encouraged "to make recommendations on broad marketing strategy, product improvement, packaging, sales promotion and merchandising—even wheeling and dealing when it will contribute to the ultimate marketing objective."

Sound client-agency relations also include the agency's "contributing heavily of its knowledge of consumers and its talents to persuade and move them—and the advertiser contributing heavily of his talents and experience in production and distribution."

In Mr. Ebel's view, agencies should get the chance to help determine advertisers' marketing objectives. They should also get the "opportunity to make contributions to any area of marketing which comes within the scope of their competence."

■ Mr. Ebel said his company "really implements the policy of 'partnership' confidence and provides many means to establish close relationships with our agencies. Our policy is based on a long time acceptance of the fact that General Foods can benefit to the full from our agencies' abilities only after full confidence is realized." Then he added that GF kept no information from its agencies which had "any bearing on their part in profitably marketing" GF products.

■ Different cultures make different consumers, according to Richard C. Sheldon, associate research director of McCann-Erickson, New York. The cultural anthropologist, he said, "can help us sell in foreign markets, because he is the most expert in the behavior of foreign peoples."

American marketers make many mistakes in their promotions abroad, including that of the food packager whose product failed to sell in China. An anthropologist, said Mr. Sheldon, pointed out that the trademark, a picture of the sun, "was a fertility symbol in China, and Chinese women, already overworked in this direction, weren't taking any chances."

■ The study of American culture, he went on, can help marketers in many ways. Advertisers should remember, for instance, that a deep seated tradition in the U.S. is that "things that are pleasurable, easy or good-tasting can't be good for you" and that "hard work, self-sacrifice and denial are virtues."

One result, said Mr. Sheldon, is that many housewives feel guilty about not baking cookies the way grandma used to do, about baking the easy way, about buying them at the supermarket. Thus, the housewife "can easily conceive that the store-bought cookies have inferior ingredients or are impure.

"It follows," he said, "that advertising emphasis on how well the cookies taste will not overcome the basic resistance to buying them; it will, if anything, aggravate this resistance." #

"PUBLIC POWER"—*Private power companies used this b&w page in the Jan. 12 Time to decry the cost of the government's power program.*

Laird & Co. Names Lynn Baker for Its Applejacks

NEW YORK, Jan. 8—Laird & Co., Scobeyville, N.J., producer of applejack, apple wine, apple juice and Pectan, has moved its advertising account from Doyle Dane Bernbach to Lynn Baker Inc.

The account for the past several years has not billed over $50,000. Baker is understood to have taken the account on a fee basis. Plans call for a major promotion, merchandising and publicity campaign and a relatively small amount of media advertising initially. A market research program will also be undertaken.

■ The company's chief product is applejack, which is apple brandy. At one time, shortly after prohibition, Laird is reported to have sold about 150,000 cases annually. In 1958 its volume is estimated to have been about 60,000 cases. #

FPC Nips Utilities' Assertion Ads Are Business Expense, Not Politics

(*Continued from Page* 1)
portunity to reply to the contention that ECAP ads attacking public power deal with a "political controversy" and can't be treated like other advertising for bookkeeping purposes.

As far back as last spring, power companies were warned that the Internal Revenue Service will challenge ECAP contributions if they are treated as business expense for income tax purposes. Since Aug. 1, 76 big utilities have also been on notice that nine ECAP ads, representing an expenditure of $556,230.96 in 1957, have been singled out by the Federal Power Commission as advertising activity which cannot be taken into consideration when computing net income for rate-making purposes (AA, Sept. 1, '58).

■ The flowery exchanges of compliments from opposing sides at today's hearing only partially concealed the bitter issues behind the controversy over ECAP ads. As spokesman for 61 of the utilities, A. J. G. Priest argued that privately-owned utilities have been "disparaged and pilloried" by advocates of government power, who "deceive the public" by using the government "yardstick" to measure electric rates. He said utilities should be able to treat ads meeting government competition the same way they treat ads meeting private competition.

Just before sitting down he said utilities expect to show attacks on ECAP ads at Internal Revenue Service and FPC originate with political enemies of the privately owned utilities.

■ "There was no question about these ads from 1941 when ECAP was established until 1957 when proceedings were instituted on the basis of complaints from senators and from the Rural Electrical Cooperative Assn.," Mr. Priest complained.

Noting that records of the commission are supposed to be available for public inspection, he revealed that a letter had been dispatched to the secretary of FPC requesting full information about correspondence with members of the Senate, and other information regarding any rulings or commission actions dealing with ECAP activity.

He identified the following senators as those who may be behind ECAP's troubles: Hubert Humphrey (D., Minn.), Ralph Yarborough (D., Tex.), Richard B. Russell (D., Ga.), Herman Talmadge (D., Ga.) and Estes Kefauver (D., Tenn.).

■ In the opening exchange of views, Mr. Priest took the position that the question of whether the ads were controversial is "irrelevant." He said he expected to show that these expenditures were justified as "ordinary, necessary, just and reasonable."

But Drexel D. Journey, attorney for the power commission, said the issue before the hearing was simply a matter of accounting. "The applicability or non-applicability of this accounting requirement to the expenditures herein in question is wholly independent and unrelated to whether or not the several respondent companies may regard such expenditures as necessary, just, reasonable and proper," he said. The FPC order, he insisted, does not hurt ECAP if ads are not deducted as business expense.

The show-down was reached as Col. Howard S. Bennion, former managing director of Edison Electric Institute, the first witness for the utilities, sought to trace the rise of government-owned power in recent years. When Mr. Journey objected to his testimony, Mr. Marsh held he has no authority to accept testimony which seeks to justify the expenditures as a competitive necessity.

■ After serving notice that he would appeal this ruling, Mr. Priest pointed out that the government's role in the electric power field increased from only 1% of the capacity in 1932 to more than 17% at the present time. He said the government is the single biggest power producer in the country and an important competitor of the utilities.

Through speeches, advertising and other means, he said, the country has been led to believe that government is a more efficient producer of power and that its "yardstick" represents the fair price. #

Lawsuit Hits Nets, 5 Advertisers, A&P in 'Discrimination'

NEW YORK, Jan. 6—Peter Reeves Markets has filed suit against Columbia Broadcasting System, National Broadcasting Co., General Foods Corp. and others, seeking $1,691,040 in damages for alleged violation of anti-trust laws.

The action, filed in federal court, also names as defendants the Great Atlantic & Pacific Tea Co.; Sunshine Biscuits; Hudson Pulp & Paper Corp.; P. Lorillard Co.; Piel Bros., and American Broadcasting-Paramount Theaters.

The complaint charges that in 1955 the broadcasting companies entered into agreements with the other defendants to give radio and television time to selected retailers.

■ These agreements, it is alleged, provided that broadcasting companies would give free in-store promotions in A&P stores to products of General Foods, Sunshine, Hudson, Lorillard and Piel Bros. The suppliers, in turn, the complaint states, agreed to purchase radio and tv time for the use of other retailers to be named by the broadcasters.

The complaint further alleges that Reeves was excluded from the deal, and that the Reeves chain was deprived of radio and tv advertising worth $563,680. The judgment sought is treble this amount.

The Reeves complaint further states that the agreements violated the Robinson-Patman Act, upon which the Federal Trade Commission last May based a decision ordering the broadcasters and producers to cease and desist (AA, May 26, '58). The FTC ruling is currently under appeal.

A spokesman for the CBS Radio legal department said today there is "no basis" for the Reeves charges involving the company's supermarket plan, which "were never adjudicated to be illegal."

"The lawsuit is all the more surprising," he added, "since Peter Reeves Markets has itself been a participant in CBS Radio's supermarket plan since 1952."

■ Last month newspapers and broadcasting stations were asked by William Esty Co., agency for R. J. Reynolds Tobacco Co., to add a proviso to their advertising contracts with Reynolds agreeing not to furnish free time or space to customers of the tobacco company. This was a precautionary step to avoid possible infringement of the Clayton Act (AA, Dec. 8). #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

Copywriter—Man needed can write radio, TV, print copy, has a creative flair with plenty of sell. He must want to come to sunny Texas where the climate, growing economy, friendly people and agency job opportunity hold promise for the future. He should be young enough to want less than a large beginning salary, yet experienced enough to begin pulling his weight from the beginning.

Box 2108, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE

Editors .....Public Relations
Copywriters .....Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

ART—PRODUCTION

Have attractive north Michigan Avenue space in small agency for free lance artist to apply against some art and production work. Phone WHitehall 3-3575. Chgo.

ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

EXECUTIVE SECRETARY

For Advertising Manager, Cosmetics. Advertising Experience Preferred. 5 days per week. Salary open. Ft. Lauderdale, Fla.

Box 2125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAIL ORDER

Man who understands advertising and has a successful record in mail order work is needed to sell advertising production tools for layout & design through mail order. Percentage basis on orders received through advertising.

Box 2126, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Advertising manager, leading fine paper mill, New England. Exceptional opportunity for man with related experience in advertising or marketing. Full details please. Our organization is aware of this opening.

Box 2127, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Exceptional opening National Food Publication to manage Mid-West office. Good space sales record, trade paper background, knowledge food industry essential.

Box 2147, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

EDITORIAL

EDITOR of large trade magazine. Engineering bkgrd desired $9,000
EXECUTIVE EDITOR for large consumer publication. Position requires excellent creative and administrative editorial background. Salary to.....$15,000
REPORTER—EDITOR experienced in newsgathering, photography, layout. For weekly paper.....$7,000
EDITOR responsible for all publications, brochures publicity releases for national association $7,800
FIELD EDITOR with background in soft goods. Handle features, know photography, reporting.....$7,000

ADVERTISING

ACCOUNT SUPERVISOR for large eastern Ad Agency. Food, drug, or packaging background. Salary.....$45,000
MARKET RESEARCH with Ad Agency $6,000
SPACE SALES for large suburban weekly. Display sales experience required $7,000
SPACE SALES for large trade publication. Desires experience in industrial advertising $8,000
SPACE SALES TRAINEE for trade magazine. One or two years product selling exp. preferred.....$6,500
AD COPYWRITER for publishing house. Good background in direct mail desired $6,500
SALES PROMOTION DIRECTOR media background. Produce sales aids, direct mail copy, supervise production, and administer ad department for major magazine $12,000

John H. Reardon, Pres.
PUBLISHERS EMPLOYMENT AGENCY
469 E. Ohio
SUperior 7-2255-Chicago

COPYWRITER

Direct Mail for Nat'l. mags, Books & Book Club, in N.Y. office. Must be expd. talented & have ideas. Excel. oppty.

Box 2146, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y

Our 48th Year

MKTG. EXEC., massive food exp., some in major agency. **$20-22M**
ART DIR., Pac. Coast. Can qualify only highly creative man with out-of-groove samples as proof, especially food. Board man able to also grow his ideas in others. Exceptional future. **$20M+**
SPACE-BUYER (heavy fringes). **to 10M**
TIME BUYER (heavy fringes). **$9-10M**
COPY-CONTACT, indust. Midwest. **$9M**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

COPYWRITER FOR MEMPHIS AGENCY

Salary up to $7,200 per annum. Experienced man preferably from the South, for general agency. Personable, able to service accounts. Not over 35. Send full résumé of qualifications and educational background. All replies confidential. Write Box 331, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

4A COPY MAN

Writes award-winning copy for print and radio—copy that lopes home with sales, prizes, clients' applause. 10 productive years adding ideas, guts and gallop to sluggish prose: consumer, industrial agencies; mail order; direct mail. All this plus convincing, personable contact. 37, married. $8000-9000. Agency only.

Box 2133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Analytical, creative young thinker with 7 years college including 4 years graphic design, plus 5 of accomplishment in art, production, sales promotion and market research. Desire a diversified, challenging position in $6000 bracket, preferably with agency in Kansas City, San Francisco or Los Angeles.

Box 2128, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTHERN NEW ENGLAND A.E./AD MGR.

12 years fully experienced as ad manager and A.E., industrial and consumer accounts. Familiar with agency procedures, client marketing and merchandising problems. Want progressive connection Mass., R.I. or Conn.

Box 2129, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

ADVERTISING & SALES PROMOTION MANAGER

Over 12 years of sales and advertising—heavy on industrials. Familiar with all phases of marketing, media, and production. Chicago area preferred. Five figures.

Box 2130, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ACCOUNT EXECUTIVE

Strong Copy, New Bus. Mdsing. Plans, All-Media. 10 yrs 4A Industrial Agency, Age 35

Box 2131, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH

Exp., marketing planning, sales analysis, products development, data processing, statistics, adver. programming, graphic presentation, report to management.

Box 2134, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Do you need a TOP AGRICULTURAL ADVERTISING MAN?

I have eight years of outstanding Agricultural Advertising experience . . . 5½ years as creative Ad Manager for large national fertilizer and feed ingredient producer, plus two years as general agricultural copy writing. Graduate Agronomist. Idea man. Best of references. Available immediately. For full resume write

Box 2132, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MANAGER. Available part time, per diem or fee basis. Take full charge, plan, prepare copy, layouts, etc. Wide experience publication, direct mail, other media. **Phone CEntral 6-6749, Chicago.**

PRODUCTION MAN - TYPE DIRECTOR
Philosophy: Yes, it Can Be Done!

10 years practical production experience. Control expert on engravings, lithography and letterpress. Want challenging change.

Box 2135, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Creative go-getter for new or established publication seeking self-starter; 12 years agency, trade magazine experience includes copy, layout, make-up, prod.; relocate for right offer; start $10,000.

Box 2136, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Top Notch Advertising-Sales Promotion Man available for Agency (as A/E) or Mfr. (as exec) 12 yrs. industrial/electronic/consumer experience. Thoro tech. education.

Box 2137, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Agricultural A. E. or A. M. Available

Over 9 years experience with agricultural agency and manufacturer of agricultural products, also sales experience; Background in seed, feed, fertilizer and allied agricultural products. Prefer Chicago area, available immediately.

Box 2138, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY CONTACT, ACCOUNT EXEC

A sound, all-around industrial adman. Writes hi-readership copy. Personable in contact. Facile at selling ideas & plans as well as products. Good administrator. Knows prod., media, marketing. Technically sharp. Exp. in many ind. products. Agric. bkgd. Wants tough spot with definite growth in NYC area. Agency and company exp. Age 30. Salary 9-10M.

Box 2139, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

PLAN FOR EXPANSION IN '59

New business A.E. with est. middle 5 figure billing for '59 wants to join small Chgo show with strong creative dept. Solid bkgd in sls & planning. Exc. add. prospects & growth potential. Married, under 30, vet., coll. Over 6'. Name the time in note to:

Box 2145, ADVERTISING AGE

I'd Like to Tell the Advertising World About My Husband

Some deserving Chicago agency is, at present, missing out on the services of a young Art Director with a genius for organization and a top creative ability that combines fine design with the realistic business of selling.
His is a flexible talent, based on an infinite capacity for growth, coupled with independent thinking.
If your organization is in need of a truly good mind, write Box 355, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

P.S. My husband does not know of this ad.

REPRESENTATIVES WANTED

OPPORTUNITY for exceptional sales reps with NEW trade magazine in CONSTRUCTION FIELD with qualified circulation. Openings in South, South West, Canada, Japan, S. America. Give complete particulars in letter.

Box 2122, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

PUBLISHERS' REP WANTED

The top book in an important segment of the electrical industry needs a sales rep for N.Y., N.J., eastern Pa., Mass., Conn., R.I. Territory producing well on commission basis. Excellent potential in an industrial growth market. New York interviews in February.

Box 2140, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NATIONAL REPS wanted for aggressive FM Station in Southern California. Should be capable of competent representation with definite interest and confidence in FM as a rapidly growing medium.

Box 27 R 282, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES AVAILABLE

Let Successful Publisher's Representative Sell Space in Ohio, Western Penna., Eastern Michigan, Western N.Y. State, For Your **Audited** Business Publication. Established Office, Experienced Staff.

Box 2141, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EASTERN ADV. REP.

Hq. NYC. Top background. Highest agency ref. Will greatly increase space for estab. trade or consumer magazine offering immed. potential.

Box 2142, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

BUSINESS OPPORTUNITIES

FOR SALE

Publishing Firm (18 years old) Three Trade Magazines. Price $65,000. Terms to **right** buyer. Small Risk — Big Opportunity. State financial condition, publishing experience. **John H. Reardon 469 E. Ohio St. Chicago 11, Ill Superior 7-1856**

SEMI-RETIRED?

Well est. Colo. Travel Magazine Reasonable investment. Fine reputation. Inquire

Box 2143, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY SALE or MERGER

Reputable small Pittsburgh agency. Needs new blood for new business effort. 3000 feet beautifully equipped offices. Will consider sale or merger. Interested principals only

Box 2144, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

ASSOCIATE WANTED

With $5000 to take active part in profitable monthly publication. Call Los Angeles DU 8-0416 for appt.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. 1025 Lincoln Street, Denver 3, Colorado. Alpine 57093

"World's Handiest Type Book" helps you to give the pro touch to any printed use of words, fast. Free circular, suggestions. **Baird, 114 W. Kinzie, Chicago 10, WH 4-4347**

REAL ESTATE

Like new modern 3 story office building on Oak Street between Michigan and Rush. Total 3 floor sq. ft. area 3800. First floor area 1000 under lease for 5 yrs. 2nd and 3rd fl. area of 2800 sq. available at once. Third floor has deluxe paneled story and half conference rm. with fireplace and kitchen facilities. Ideal for advertising agency, architect or designer. Information upon request.

AGENT
Box 2100, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

TOP NOTCH REPS WANTED
MUST HAVE ESTABLISHED CONNECTIONS IN ADVERTISING AND PREMIUM FIELDS
We have the hottest low priced item for the juvenile and teen age markets.
BOX AA 1097, 125 W. 41 ST., N. Y.

REPRESENTATIVES WANTED IN KEY CITIES

including Detroit, Dallas, Atlanta, Charlotte, Kansas City, Upper New York State, and on West Coast. Sell services for a reputable, fast-growing national organization publishing printed services used in quantity by larger companies to help prepare their older employees for better adjustment to retirement. We are now serving a wide variety of leading employers from coast to coast and have several successful retired space salesmen formerly with top national magazines representing us in metropolitan areas. Our work excellent for older men, but only those with good health, proven records, and financial stability need apply. Must drive own car. All our representatives are on strict commission, but we can show the right men how they can build volume, including a high percentage of repeat business, from year to year. Part time in certain areas. Write full details of background and experience. Box 350, ADVERTISING AGE, 480 Lexington Ave., New York, N. Y.

SALES PROMOTION SUPERVISOR

Dynamic, fast-moving farm machinery manufacturer needs an aggressive experienced promotion man, 25-35, with agricultural background to supervise local advertising and sales promotion programs for its branches and dealers. This supervisor will work in home office, guide advertising agency in preparation of local newspaper, direct mail, radio and display advertising—also sales incentive and merchandising programs. Good living conditions near Milwaukee and Chicago. Salary dependent on qualifications. **Send complete resume with photo to Advertising Director, J. I. Case Company, 700 State Street, Racine, Wisconsin.**

AGENCY EXECUTIVE HAS CAPITAL TO INVEST

Top level executive with twelve years experience in account management and merchandising with major, national 4A agencies now seeks long term association with a New York agency that has demonstrated real growth potential and creativity.

Am prepared to invest capital plus personal ability in a partnership or equitable stock deal. Agencies must be prepared for careful investigation.

Reply Box 356, ADVERTISING AGE
480 Lexington Ave., New York 17, N. Y.

EX-PRINTERS' INK EDITOR . . . WANTS TO JOIN AN AGENCY.

Familiarity doth not necessarily breed contempt. So testifies this ex-Printers' Ink associate editor who, after covering the agency "beat" for several years, writing about advertising and p.r. agencies, has decided to move around to the other side of the desk. Her abilities are apparent in any past issue of P.I. Her value to your own agency—in advertising or public relations? Decide for yourself. Write Box 357, Advertising Age, 480 Lexington Ave., New York 17, N.Y.

AG ADV. MGR: ACC'T EXEC.

15 yrs: Mail Order Sales, Agency exp. Can function as creative executive on all levels from idea thru copy, art, production, publicity, P.O.P. media, radio and television. Can cut budget corners without sacrificing quality. Strong on Mdsing-Marketing. Feeds, foods, ag chemicals, automotive, lbr. B.sc. & M. sc. Married, Salary open.

Box 349, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

POTENTIAL FIELD ADVERTISING MANAGER

for industrial trade magazine wanted. Location Chicago. Must know industrial field; be between 26-40. Good opportunity for man who can produce in growing field. Send details to Box 348, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Opportunity for West-Coast Rep.

Must be live-wired to represent monthly magazine in the home field. Prefer Rep. with home office in L.A. Send complete résumé, airmail. Box 353, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MR. MAGAZINE PUBLISHER —

Are you in the market for a man who can make mature decisions and take some of your work load? If you are seeking one with many years of experience with consumer magazines, covering administration, budget, personal, ABC newsstand and subscription circulation, also includes advertising, editorial and promotion procedures, I would like the opportunity to talk to you. Box 351, Advertising Age, 480 Lexington Ave., New York 17, N.Y.

ASSISTANT ADVERTISING and SALES PROMOTION MANAGER

We're a fast-growing multi-plant manufacturer (No. 1 in industry) in a fast-growing market . . . who's increasing its advertising, promotion and p.r. plans. We need a young man to head up a new internal house organ and work with ad manager on writing and producing hard sell ads and promotion (trade shows, publicity, external house organ, bulletins, PR).

If you're between 23-30, college grad, a down-to-earth writer with industrial ad experience, and want a real opportunity to work with a young aggressive marketing and management team . . . you're the man we can offer a good starting salary (plus profit sharing, a company paid retirement program, liberal insurance program) good family living (University town only 50 miles from Chicago) and a real opportunity to grow with the job.

Tell us about yourself! Send resume (for Chicago interview) to:

Box 352, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PART TIME ARTIST WANTED

for Chicago industrial trade magazine. For magazine layout and finished advertisements. Send details to Box 347, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING

We handle your employment problem confidentially and effectively.

ACCOUNT SUPERVISOR $40,000
Top level experience on drugs, packaged goods and cosmetics accounts.
ACCOUNT EXECUTIVE $18,000
Exp. on food and consumer accounts. Capable writer.
ACCOUNT EXECUTIVE $20,000
Exp. in heavy industry—engines, motors, etc. Exc. potential.
MARKETING MGR. $18,000
Top level Marketing experience in food and beer.
MARKET RESEARCH MGR. $12,000
Expd. Dir. of Industrial Sales analysis and market research.
COPY DIRECTOR $12,000
Capable Admin. and writer.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

COPYCHIEF WANTED $15,000-plus

Excellent opportunity with this medium-size, growing Chicago agency for a copy chief who can really produce the ideas, direct a capable copy group (and do some outstanding writing himself), work effectively with our art people, make a good impression in client meetings. Please write fully, our staff knows of this ad.

Also: CAPABLE COPYWRITER —3 to 5 YEARS EXPERIENCE

Box 354, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION, BOOK and CATALOG PRINTING

We have excellent facilities for **producing** saddle-stitched publications up to 9" x 12" and up to approximately **80** pages, in quantities of about 5,000 to 30,000, one color or more. Good mailing facilities. **We are an old established firm** with 35 years of publication, book and catalog printing experience, located 275 miles west of Chicago. Overnight mail and freight **service.** Good workmanship at fair prices. Why **not** investigate? **Box 298, Waverly, Iowa.**

BACON KNOWS *MAGAZINES!*

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines — a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

MOON SHOT—*Hess Bros., Allentown, Pa., department store, held this ad for several weeks, awaiting a successful U.S. launching of a moon rocket. With the announcement of the Russian Lunik, however, the ad was quickly scheduled for the Jan. 4 Allentown Sunday Call-Chronicle. Blaine-Thompson Co., New York, is the agency.*

Hotpoint Co.'s 10-Year Forecast of Major Electric Appliance Factory Shipments by Industry

(000 omitted)

Year	Cabinet Ranges	Custom Ranges	Refrig-erators	Freez-ers	Air Conditioners	Dis-posalls	Dish-washers	Water Heaters	Auto. Washers	Dryers
1958	800	535	3,050	1,100	1,600	620	400	825	2,700	825
1959	875	600	3,350	1,100	1,500	700	450	825	2,800	900
1960	1,050	700	3,500	1,000	1,750	730	490	800	3,100	1,000
1961	1,100	775	3,700	1,020	1,850	800	550	800	3,400	1,100
1962	1,125	850	3,900	1,040	1,950	870	670	800	3,750	1,200
1963	1,150	900	4,000	1,060	2,050	950	750	800	3,900	1,275
1964	1,200	950	4,100	1,080	2,150	1,030	840	800	3,930	1,325
1965	1,250	1,025	4,300	1,090	2,300	1,100	930	800	3,960	1,375
1966	1,300	1,100	4,500	1,100	2,500	1,200	1,050	800	3,980	1,400
1967	1,350	1,150	4,700	1,110	2,700	1,350	1,140	800	4,000	1,425
1968	1,400	1,200	4,850	1,120	3,000	1,550	1,230	800	4,010	1,450

Hotpoint Sees $40 Billion in Appliance Sales

(*Continued from Page 2*)

ucts.

The following table compares this year's ten-year forecast of unit sales with last year's:

	(000 omitted) New ('59-'68)	Old ('58-'67)
Electric ranges	11,800	9,200
Built-ins	9,250	10,700
Refrigerators	40,900	43,700
Food freezers	10,720	10,500
Air conditioners	21,750	27,700
Water heaters	8,025	7,900
Dishwashers	8,100	7,400
Food waste disposers	10,280	8,500
Automatic clothes washers	36,830	38,000
Automatic clothes dryers	12,450	16,000

■ John F. McDaniel, general sales manager, said one important aspect of the forecast is the predicted annual industry sales rate. In 1959, the forecast shows the annual rate will be 13,100,000 appliances. By 1963 the rate will have climbed to 16,755,000, and by 1968 the sales rate will rise to 20,410,000 units—for a 63% increase for the 10-year period.

Mr. McDaniel said the forecast does not take into consideration appliances as yet undeveloped or still in the laboratory stage. The forecast was prepared by Hotpoint's central research department. #

D-F-S Has Ekco-Flint Unit; TV Spot Push Set

In a story last week announcing a reorganization at Dancer-Fitzgerald-Sample, including the placement of executive responsibility in a seven-man committee (AA, Jan. 5), it was said that D-F-S added perhaps $8,000,000 in billings in '58, while losing Congoleum-Nairn and Ekco Products. Actually the agency lost only the bakery units of Ekco (Ekco Engineering Co. division and National Glaco Chemical Corp., a subsidiary), which went to Gordon & Hempstead.

The Ekco-Flint division of Ekco Products Co., Chicago, which is handled by D-F-S, will conduct a spot tv campaign in 37 markets during the first six months of this year for Flint Waverly edge cutlery. Ekco will offer the Waverly utility knife specially priced at 97¢ retail. The regular price is $1.50.

Clark Named Ad Manager

Allan F. Clark, previously advertising manager of the Bakelite division of Union Carbide Corp., has been named advertising manager of *The Pocket List of Railroad Officials*, published by Railway Equipment & Publication Co., New York. He succeeds John A. Pattee, who becomes secretary. A. M. Bartley, formerly assistant to the advertising manager, has been promoted to assistant advertising manager.

Direct Mail PR Unit Set; Ruder & Finn Is Named

(*Continued from Page 3*)

been made as to how membership dues or assessments will be determined. This will be decided at a membership organization meeting to be held within the next few weeks. Several hundred direct mail companies and users of direct mail advertising are potential members of the foundation. Officers will be elected at the organizational meeting. Subsequently, a press conference will be held to outline the objectives of the foundation.

■ The new foundation is viewed by some direct mail men here as an effort to pick up the pieces of the dormant Foundation for the Advancement of Direct Mail Advertising, which was organized in 1956 under the sponsorship of the Reuben H. Donnelley Corp. in Chicago (AA, Sept. 3, 1956). This in turn was an offshoot of the Mail Advertising Service Assn. Some of the organizing companies at that time took exception to several items in the proposed constitution, particularly on membership.

So far as could be learned, none of the associations in the direct mail industry has been invited as yet to participate in organization of the new foundation.

Details of the foundation's program will not be released until after the organizational meeting. But it is assumed that, in addition to public relations, it will include statistical research, and special services to users of direct mail advertising. #

Edgell Handles Ad Sales

Robert L. Edgell, exec vp of Davidson Publishing Co., has assumed direction of advertising sales of all Davidson publications and has moved from the New York office to the Duluth executive offices of the company.

Casket Co. Names Agency

National Casket Co., with executive offices in Boston, has named Sutherland-Abbott, Boston, to handle its advertising. Batten, Barton, Durstine & Osborn, Boston, is the previous agency of record.

'Glamour' Mails Supplement

Glamour, New York, has mailed its second trade supplement to 25,000 retail buyers. The 72-page supplement contains many of the ads scheduled for the February and March issues of *Glamour* (including a credit line for the advertising agency creating each ad). The supplement also contains 21 editorial reports on the fashions *Glamour* editors believe will be most important for spring and summer. *Glamour's* first trade supplement covered its September, '58, issue.

Newman Joins Shockley

Frank J. Newman, formerly marketing manager of process instrumentation of the Beckman scientific and process instruments division of Beckman Instruments Inc., has been named marketing manager of Shockley Transistor Corp., a subsidiary of Beckman Instruments Inc., Palo Alto, Cal.

Paste Paper ALWAYS with Best-Test
BEST-TEST PAPER CEMENT
A Rust Adhesive
NO WRINKLING CURLING SHRINKING
"BEST-TEST" never wrinkles — curls — shrinks. Excess rubs off clean.
FOR THE GRAPHIC ARTS A MUST
A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.
UNION RUBBER & ASBESTOS CO. TRENTON, N. J.
BEST-TEST MAKES PASTING A PLEASURE

Want 'a Trade?

Your classified ad in Advertising Age may very likely do the trick for you!

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $5 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

copies in less than 4 seconds

The world's fastest copy maker is even better now. Its new performance gives you cleaner copies than ever. This all-new THERMO-FAX "Secretary" Copying Machine is the *dry* process way to copy. No chemicals to pour, no negatives to make. You make copies in one simple step by electricity alone. And for as little as 5¢ per copy. Send now for the dollar-saving facts. You'll see how simple modern office copying can be.

Thermo-Fax COPYING PRODUCTS

"Thermo-Fax" and "Secretary" are 3M Company trademarks

MINNESOTA MINING AND MANUFACTURING COMPANY
WHERE RESEARCH IS THE KEY TO TOMORROW
3M

Print Data Are Too Quantitative, Roslow Asserts

(Continued from Page 1)
defined markets for advertisers.

On the other hand, he argued, the tendency of newspapers to rely on ABC "head counting" channels advertising to the No. 1 paper and makes survival difficult for second or third newspapers in a community.

■ He recalled that in the 1930s, broadcasting had its own central rating service, the Cooperative Analysis of Broadcasting, supported by advertisers and agencies. "It may be irrelevant, but it is interesting to note that the local radio station—as compared to the network—became a factor as a medium for national advertising when independent researchers came into the broadcasting field," he said.

Citing the demise of the *Times-Star* in Cincinnati as an example, he said it would be hard to believe that a newspaper with 148,000 circulation would be forced out of business by another with 153,000.

"Yet with rising costs and advertisers' acceptance that 153,000 is more than 148,000, no doubt the *Times-Star* could not sustain its operation," he said.

"Sure there are other reasons but invariably these reasons stem from blind reliance of the newspapers and the print buyer on circulation figures," he continued.

"Head counting kills competition, because it ignores all other facts about the quality of audience. And one industry-supported method of research invariably becomes nothing but head counting. It is so simple, it's easy to understand, and it's so simple to work with.

■ "But does anyone honestly believe that the Taft paper in Cincinnati did not have a loyal, responsive and effective readership? I am inclined to say that if the management had truly qualitative research available, it could have shown it had a good readership value for an advertiser; that its readers were customers; that the advertiser got a return for his money when his advertising message appeared in the paper. It has been done by other newspapers, although I must admit that such non-circulation research is the exception, rather than the rule, in newspapers."

In contrast to ABC "head counting," broadcast media have had at least four independent research organizations in addition to Pulse, Mr. Roslow reported. "In newspapers, you are either first or a poor second and in trouble. In radio and television, even the last station in a market has an audience and does a job for its advertisers.

"Every station can find time periods when it is a valuable buy for some advertisers. There are always enough advertisers whose products can be moved by advertising on a station which has researched its audience to show that this audience is fertile territory for the advertiser's product.

■ "This ability to use research for more than just head counting has helped make radio and television the valuable advertising media they are to the new, as well as the established, product and to the local, as well as the national, advertiser."

In closing Mr. Roslow summarized, "Competition makes for alert selling, for salesmanship that gives every product a chance to find a buyer. Remove the element of competition and you are order takers. As soon as you are reduced to the role of an order taker, then the big eat the small. And the monopolistic one-method of research removes competition and salesmanship and breeds order-takers. If radio and television time were to be sold on the basis of numbers, on a head count, then the smaller stations would soon be out of business.

"But so long as the broadcaster has multiple independent research organizations available, he can discover what audience he is delivering that his competitior is not and then he can go find a sponsor interested in that particular audience." #

TvB's Huntington Hits Basis of Print Cost-per-1,000 Data

(Continued from Page 1)
tiplication," he said. "First take reading days and then reading opportunities and then something else. and multiply by something else. But 'keep away from the ads,' the signs seem to say; 'Don't measure delivered advertising audience' . . . 'Keep it big'.

■ "And this aversion to facts has been encouraged by media, and you who buy these media have let them take you back in time. Not a single magazine in the country pays 1¢ to be Starch-rated. Only three of the over 1,800 newspapers pay to be Starch-rated. Only six are rated at all. The Continuing Study of Newspaper Reading is dead, although its pre-tv figures are sometimes quoted. Six northern cities provide the base for national Starch averages," Mr. Huntington continued.

"I hear a lot of talk about cost per 1,000. We in television have hundreds of them, all sizes and shapes, all computed differently, all using different bases, all available for your inspection. All you need to do is to tell us cost per 1,000 *what*, and we'll tell you.

"Cost per 1,000 homes, or people, or customers, or filter cigaret smokers, or men, or women, or teen agers, or children, or net monthly homes, or two-program duplicated audiences, or sponsor identifiers, or program tuners, or commercial likers, or heavy tv viewers. You name it; we've got it. It's measured, current, up-to-date.

■ "But don't ask us to compare our cost per 1,000 with those of any other medium until you first tell us where the measurement of the other media 1,000 came from. Cost per 1,000 requires two things: A measure of cost and a measure of the 1,000.

"What will we use for the 1,000 of print? Circulation? Or page traffic? Or pre-tv readership scores? Or those from those six northern Starch cities? Or what?

"Until we find print's 1,000 it can have no cost per anything.

"I'd like to see all of us remove more of the risk from all our advertising in all our media. There is room enough for all of us if we can but prove our right to have the room. And to cut the risk in 1959 apply modern, 1959, 20th century research. Let science replace the fiction," Mr. Huntington said.

■ After Mr. Huntington's speech, Stan Sargent, vp of Daniel Starch & Staff, told the audience of marketing men there are some 60 magazines which subscribe to the Starch service.

Mr. Sargent said tv showers the advertiser with wonderful information about the program but "doesn't give him a stick of information" about what he needs to know most about—the commercial. He suggested tv should provide data on commercials to show which are noted and watched most. #

HORACE E. CURTIS, *formerly vp and management supervisor at Benton & Bowles, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as vp on the American Tobacco Co. account. Earlier, he was a vp and account supervisor at Batten, Barton, Durstine & Osborn.*

Shaw Acquires Mercury Records, All of Red Heart

(Continued from Page 1)
accounts. He said he saw no formal presentations during his search for a dog food agency.

Shaw will begin billing on Red Heart dog food on Feb. 18, and starts billings immediately on Mercury Record. The move gives Shaw the full Morrell account, which bills more than $1,500,000, of which more than $1,000,000 is devoted to the dog food division. Morrell thus returns to a single agency setup which it had had for 130 years until splitting its account last summer.

■ Mercury invested about $400,000 in advertising during 1958, with commissionable billing running between $200,000 and $265,000. The phonograph record manufacturer plans to invest $500,000 in advertising this year.

Mercury had been seeking a new agency since last month when ADVERTISING AGE reported exclusively that the company was talking to ten agencies (AA, Dec. 15).

About ten agencies made formal presentations for Mercury officials. Among the finalists were Gordon Best Co., William Hart Adler Inc., and Herbert Baker Advertising, all of Chicago, and Mayer, Klann, Linabury Advertising, Benton Harbor, Mich.

■ Ken Myers, Mercury's advertising director, said one of the primary reasons for choosing the Shaw agency was the agency's experience with Webcor.

Henri, Hurst picked up the Mercury account just one year ago (AA, Jan. 20), succeeding Chernow Co., New York, and Robert Kahn & Associates, Chicago. #

Nat Wolff Rejoins Y&R

Nat Wolff, who left Young & Rubicam, New York, in 1956 to join NBC-TV as director of program development, has rejoined the agency as a radio-tv vp. In 1957, Mr. Wolff became a partner in Don W. Sharpe Enterprises, which developed such tv shows as "Peter Gunn" and "Yancy Derringer." He will give up all his outside business interests with his return to Y&R.

Milani Moves to Donahue & Coe

Louis Milani Foods, Los Angeles, has named Donahue & Coe, Los Angeles, its advertising agency. Although media plans are not yet set, the account is expected to spend about $1,000,000 in 1959. Arthur Meyerhoff & Co. formerly handled the account.

Nuyens Seeks Radio Outlets as WCRB Withdraws

(Continued from Page 1)
believes the station canceled the contract to avoid possible expulsion from NAB.

■ "This is a modern age of supposed adult maturity, but we feel that NAB thinking has been along closed and veiled lines," he asserted.

Mr. Levine blamed Harold Fellows, president of NAB, for WCRB's liquor policy change.

"I have made the suggestion to Mr. Fellows that a down-to-earth talk between members of both the broadcasting and liquor industries on a high level is perhaps now in order."

The ad executive said the public's reaction to Nuyens' sponsorship of the late night newscasts started some time ago had been good. "Most people took it for granted that liquor advertising had been on the air all along anyway," he added.

■ In his letter notifying Mr. Fellows of WCRB's cancelation of the hard liquor account, Theodore Jones, president of the station, suggested that it might be time to reappraise radio's hard liquor ban.

The letter set forth the facts, from the station's point of view, for the record. Mr. Jones wrote:

"We are in the middle of a 26-week contract with Federal Liquors Ltd., placed through the Sackel Agency for our 11 and 12 p.m. nightly newscasts, in which they feature Nuyens vodka and cordials with dignified commercials, written by them and edited by us. During this time we have had no adverse comment from the public directly from these broadcasts. The only adverse mail has come from publishing of two critical articles and an editorial in the *Christian Science Monitor* (a newspaper that we respect greatly). Surprisingly to us, one-fourth of all such mail supports our stand, writers speaking of 'important matters of free speech' and 'equality of rights for broadcasters.'

■ "In a recent Boston University seminar on the hard liquor-radio advertising question, in which both sides were presented and questions answered, the student body at the end of the seminar voted almost unanimously in favor of WCRB's continuing its hard liquor advertising.

"As you know, we feel it is a matter of unfair discrimination to have other advertising media advertise liquor and not to have radio and tv do so too. We feel it is hypocritical to allow beer and wine advertising as 'moderate beverages,' when our mental hospitals have so many cases of beer and wine alcoholics. We would endorse a law to outlaw liquor advertising in all forms in all media, but in our opinion the present situation is ambiguous and discriminatory against broadcasting.

"We feel that an adult-type station featuring good music only, such as WCRB, is treating its audiences considerately when it refuses singing commercials and overly hard sell dramatic spots, when it presents 128 hours a week out of 128 of classical and semi-classical music. We don't think this adult audience objects to our vodka commercials.

■ "Nevertheless, and despite all the above, we will not continue to place our station policy, in this matter, in contradistinction to the possible best interest of all, because of the many implications involved. And out of consideration for NAB views, after deep thought on the possible effects such a policy as ours may have on people in general, on the industry as a whole, on national legislation in particular, and because it might affect the FCC in future actions, we have decided to discontinue our hard liquor advertising and have given two weeks' notice to our sponsor."

The sponsor, meanwhile, according to Mr. Levine, is going ahead with plans to run the same kind of schedule—though perhaps at slightly earlier time periods in some cases—on other stations. He said he had offers to accept the liquor business from WBAI (fm), New York, which already has one such account; WQXR, New York, for cordials only; KUSN, St. Joseph, Mo.; and from WKCB, Berlin, and WBNC, Conway, N. H. He also has had phone conversations with stations in Philadelphia, Baltimore, Boston, St. Petersburg, Fitchburg, indicating that they are interested in his business. The company is querying stations in Miami.

■ Mr. Levine, who points out that Nuyens' advertising effort is concentrated along the East Coast, wants radio coverage in Boston, New York, Washington, Miami and Baltimore. He is not interested in other cities at this time.

Federal Liquors, which now spends most of its ad budget in newspapers, is putting the merchandising spotlight on vodka because it's a drink that can be mixed with practically anything, and a drink that's easy for women to mix. And the company wants to capitalize on the current upsurge in vodka popularity in this country.

Why is Mr. Levine so set on radio as a medium for Nuyens vodka?

"We've seen what radio can do and has done for others—and particularly for beers and wines," he said. "We feel there is no reason radio can't do as well for us."

If Nuyens vodka gets acceptance on radio, Federal Liquors may also use the air media for Nuyens gin or brandy at a later date. #

Moore Leaves BofA Feb. 15; Will Soon Announce His Plans

NEW YORK, Jan. 8—Robert L. Moore, vp and director of sales and marketing, has resigned from the Bureau of Advertising of the American Newspaper Publishers Assn., effective Feb. 15.

Mr. Moore, who was acting head of the bureau between the departure of Harold S. (Rusty) Barnes in March, 1957, and the appointment of Charles T. Lipscomb Jr. as president in September of that year, will announce his plans shortly.

Mr. Lipscomb said Mr. Moore's departure was "completely amicable" and did not represent "any disagreement over policy." Mr. Lipscomb described Mr. Moore as "the professional sales manager type" and added:

"Bureau operations are changing some, as you know. Our creative marketing setup is getting stronger," and Mr. Moore decided "that he had a better future somewhere else." Mr. Lipscomb said that Mr. Moore had been "100% in favor of our 'total selling' campaign." #

Mills Leaves Westinghouse

Paul E. Mills has resigned as midwestern tv sales manager for Westinghouse Broadcasting Co., New York. Mr. Mills, who was in the Chicago office, said he will announce his future plans shortly.

Robert Hall, Howard Ad Setups Are Upset

(Continued from Page 1)
business associates for 25 years), it seems apparent that the resignation was a surprise to the Sawdon employes, who then put Arkwright together in a matter of days. Arkwright took the old Stanley quarters because it was the place they could set up shop quickest (Arkwright's phone number is PLaza 1-5515).

▪ President of Arkwright is Milton Scofield, described as an attorney and "investor," with no previous experience in the advertising or clothing business. He will be a "basically inactive" principal.

Running the agency are Jerome Bess, exec vp, and Jack Wilcher, vp in charge of all creative services. James Hackett is media director; Tom Mannos is radio and tv production director; Richard Westman is manager of a Los Angeles office, whose address is not yet known.

All these had basically similar duties and titles in the Sawdon operation. Mr. Bess, who has been with Sawdon since 1948, was formerly with Emil Mogul Co. and Louis G. Cowan Productions. Mr. Wilcher, a veteran radio-tv writer-producer, worked for agencies and free lanced before coming to Sawdon several years ago. He is the composer of the famed Robert Hall jingle, "When the values go up, up, up, and the prices go down, down, down."

▪ The Robert Hall account is expected to bill "$3,000,000 or better" in 1959, according to Mr. Rosner.

Although Mr. Sawdon doubled in brass as Robert Hall's advertising head and as president of the Robert Hall agency, the Arkwright operation is going to be an "independent operation," according to Mr. Bess. Other accounts already in the agency are Chief Apparel, Stanley Blacker Associates (men's sports coats) for broadcast media only; Abelsons jewelry chain, for broadcast only; Comark Plastics, a Cohn-Hall-Mark division formerly at Sawdon, whose main consumer product is Contact; Meadowbrook Sportswear, Okolona, Miss., and West Coast Slacks, Los Angeles.

Mr. Bess said there will be additional accounts coming in shortly and said the agency would be expanding in both personnel and physical facilities within the next few months. He estimated that Arkwright is opening at a billing rate of $5,000,000. The agency now has some 15 employes.

▪ In announcing his acquisition of F. B. Stanley Advertising, Mr. Sawdon said that Stan Syman, former president, will become exec vp of Sawdon and Ardien Rodner will be vp and media director. Mr. Sawdon is believed to have had an interest in the Stanley agency for some time.

Stanley Advertising was founded about two and one-half years ago. Its accounts are G. R. Kinney shoes, Tom Thumb supermarkets and several smaller ones.

Mr. Sawdon said he expects to announce another acquisition in about a month. He was one of the original Robert Hall officials and played a leading roll in Robert Hall's growth. The company today calls itself the largest family clothing chain in the country. It has 280 stores. One of the top 15 spot advertisers, it runs 7,000-8,000 weekly on radio during peak selling seasons, plus about 1,500 on tv, according to Mr. Bess.

▪ In assigning its account to Mogul, Lewin, Howard Stores ends a rather curious chronology of agency relationships that extends back to 1955, when Mr. Simon joined the Brooklyn company and set up a house ad department, dropping Peck Advertising Agency.

Up to them, Howard had been handled at various times and often simultaneously—by Peck; Dowd, Redfield & Johnstone and others.

Since forming its own ad department the company has farmed out bits and pieces of the account, usually for broadcasting campaigns, to Peck and, in 1957, to Silberstein-Goldsmith.

Emil Mogul Co., which Jan. 1, '59, merged with Lewin, Williams & Saylor, was assigned to handle the radio end early in 1958. The combined agency also handles Barney's Clothes, another big New York retailer, but today asserted that there is no conflict between the two accounts. #

SMI Reports 78% of Supers Had Sales Gains in 9 Months

Sales gains over 1957 were achieved during the first nine months of 1958 by 78% of the companies participating in Super Market Institute's Figure Exchange, SMI has reported. This is slightly below the 81% which reported sales gains during the same nine-month period in 1957.

Only 72% attained a sales gain in the third quarter of 1958 over the 1957 third quarter, the smallest proportion of companies enjoying sales increases in any quarter since the SMI Figure Exchange was started in 1953. A net operating profit during the 1958 third quarter was reported by 88% of the companies.

'Newsweek' Announces Move; Appoints Three to Staff

Newsweek, effective May 1, will move its offices to 444 Madison Ave., a new structure to be called the Newsweek Bldg. At the same time the magazine announced that W. P. Sedgwick has been promoted from merchandising manager to merchandising director, a new post. *Newsweek* also has named Robert Golden and Lawrence T. Bartlett to its advertising sales staff. Mr. Golden formerly was on the promotion staff. Mr. Bartlett previously was manager of insurance advertising of *American Home*.

L&N Names 5 on West Coast

As a result of recent acquisitions, Lennen & Newell, Beverly Hills, Cal., has added three people to bring its staff to a total of 30, and promoted two. Joining the agency are Si Coleman, formerly with Anderson-McConnell Advertising, who becomes creative director on the accounts of Decorative Foil division of Reynolds Metals and Arrow brands; Eugene Dickinson, copywriter, previously with Robinson, Jensen, Fenwick & Haynes; Otteran Hayes, production service manager, formerly with Erwin Wasey, Ruthrauff & Ryan. Promoted were Diane S. Moff to executive assistant, and Wilma Welch to the new position of administrative traffic manager.

Brohard, Workman Merge

Brohard & Associates, Dallas, advertising and public relations agency, has merged with Ted Workman Advertising, Dallas. M. M. Brohard Jr. will become vp and account executive in the Workman agency, bringing his own accounts. Mr. Brohard, prior to founding his own agency two years ago, spent 20 years in sales and advertising for eastern textile manufacturers.

Last Minute News Flashes

3 Kellogg Agency Executives to Form Own Agency

LOS ANGELES, Jan. 9—Three executives of Edward S. Kellogg Co.—Gordon Gumpertz, account supervisor; Phil Bentley, public relations director and account executive, and Forrest Dolan, vp—will form their own agency Feb. 2 to be known as Gumpertz, Bentley & Dolan. Location, clients and personnel have not been fixed but it is expected that 13 Kellogg accounts will follow the trio. Mr. Gumpertz will be president, Mr. Bentley vp and account service director and Mr. Dolan vp and creative director.

Revell Promotes Pearson, Names Thomas Ad Chief

VENICE, CAL., Jan. 9—Revell Inc., maker of model toys, has promoted Richard Pearson, formerly kit and train product manager, to merchandising manager, and has named Richard Thomas advertising and sales promotion manager. Mr. Thomas, formerly director of advertising and public relations of Forest Lawn Memorial Park, replaces Ray Reeves, who moved to Reynolds Metals Co.

Budd Co. Talks with Six Agencies

PHILADELPHIA, Jan. 9—Officials of the Budd Co. spent much of the week talking to some half dozen agencies. Among the agencies making presentations were Budd's current agency, Lewis & Gilman; N. W. Ayer & Son, Aitkin-Kynett Co. and several New York agencies. The Budd account bills about $500,000.

Thompson Resigns as Palm Beach Ad Head

NEW YORK, Jan. 9—Charles Thompson has resigned as ad manager of Palm Beach Co., New York, an account which last month switched from Needham, Louis & Brorby to Grey Advertising Agency (AA, Dec. 29).

J&J Introducing New Product; Other Late News

• **Johnson & Johnson** will introduce a new baby product, Baby Liquid Cream, in February, via "Operation Daybreak" (ABC-TV). Four-color pages for the new infant lubricant will run in *Baby Care Manual, Baby Post, Good Housekeeping, Ladies' Home Journal, Parents' Magazine, True Story* and *Your New Baby*. N. W. Ayer & Son is the agency.

• **Procter & Gamble's Mr. Clean** liquid cleaner, introduced last spring and now marketed in Memphis, Pittsburgh, San Francisco and Syracuse, is being introduced in Omaha and the Los Angeles area Jan. 12. Tatham-Laird Inc., Chicago, handles the account.

• **KLM Royal Dutch Airlines** has returned its eastern hemisphere advertising account to Smit's agency, in Amsterdam, effective April 1. Erwin Wasey, Ruthrauff & Ryan, which was appointed KLM's worldwide agency last year, will continue to handle advertising in the U. S., Canada and Latin America. Its London office will drop the account in Britain. Smit's—KLM's longtime agency in the Netherlands—coordinated worldwide advertising prior to the EWRR appointment.

• **Theodore Braude,** formerly an account group supervisor with Joseph Katz Co., has joined Exquisite Form Brassiere, New York, as director of advertising and sales promotion. He succeeds Irwin Roseman, who has joined D'Orsay Sales Co., perfume manufacturer, as vp in charge of marketing and advertising.

• **All-Steel Equipment,** Aurora, Ill., including its subsidiary Roach-Appleton Mfg. Co., South Bend, has named Marsteller, Rickard, Gebhardt & Reed to handle its advertising and Burson-Marsteller Associates to handle its pr. The account, which is expected to bill more than $200,000, will be handled in Chicago. The former agency is E. R. Hollingsworth & Associates, Rockford, Ill. All-Steel makes steel office furniture; Roach-Appleton makes electrical switch and outlet boxes.

• **Schick Inc.,** Lancaster, Pa., has announced it will revise its distribution for all Schick products, dropping 1,200 distributors in favor of a direct factory-to-retailer plan. This follows discontinuance of trade-in allowances (AA, Jan. 5) and is aimed at establishing and maintaining "a fair profit return on the Schick line for all dealers, and to put the small dealer back in business."

• **Matthew J. (Joe) Culligan,** head of NBC Radio, New York, is expected to leave the network by the end of the year to become a marketing executive with its parent company, Radio Corp. of America.

• **CBS Radio,** New York, has encountered about 25 problem markets in starting its new program consolidation plan. About 12 stations, several of them bonus stations, quit the network rather than accept the barter plan. One of these already has been replaced by KTUL, Tulsa. Some 13 stations that reportedly hoped to continue getting network service under the old compensation contract if they didn't say yes or no to the new plan received cancelation notices from the network, clearing the way for negotiations with replacement stations. Two have since indicated they will stay with the network. CBS emphasizes that it has six months to find replacements in any case.

• **J. Kingsbury Smith,** a veteran of 30 years in the Hearst organization, including 20 years abroad with International News Service, has been named publisher of the *New York Journal-American*, succeeding the late Seymour Berkson.

• **R. G. Spence,** formerly general sales manager, has been named marketing director of Lever Bros. Ltd., Toronto. He takes over the post held by Harry Greenway, who became president of the company Jan. 1 on the retirement of C. A. Massey (AA, Nov. 17). Peter G. Townley, formerly Ontario division manager, succeeds Mr. Spence.

• **Fawcett Publications,** New York, has announced the following expansion in its top-level sales organization: Theodore Barash, formerly director of promotion of *Popular Science*, to a similar post for Fawcett Publications; Fred H. (Bud) Walsh Jr., from eastern ad manager to national ad manager for Fawcett Women's Group; Jack Webster, national ad manager of *Electronics Illustrated*, to national manager for *Electronics Illustrated* and *Mechanix Illustrated;* John Barnard, from liquor specialist to alcoholic beverage manager of Fawcett Publications and F. J. (Happy) Felton, sports and broadcasting personality, to the new post of assistant to director of advertising for Fawcett.

• **Wirt McClintic (Mac) Mitchell,** formerly vp and creative head of Geyer Advertising, has been named chairman of the creative plans board of Geyer, Morey, Madden & Ballard, New York.

NBC-TV Follows Other Networks, Drops 'Must Buy'

NEW YORK, Jan. 8—NBC Television, following close behind CBS, has made it unanimous: After March 15 there will be no "must buy" stations in the network tv lineups. Advertisers will be required only to spend a minimum amount of money. This policy is already in effect at ABC.

The networks have now scuttled one of the two policies which have been the most sharply criticized by Washington investigators. They did it in hopes of defending the other: Option time.

▪ As of March 15 NBC will permit advertisers to take their choice of the network's 207 U.S. stations as long as the order totals at least $57,000 gross for a nighttime Class A half-hour and $17,000 for a daytime quarter hour. In the past NBC had a required list of 57 stations at a half-hour Class A cost of about $50,000. But the average nighttime client has been buying about 146 stations at a cost of approximately $68,000.

NBC explained that "orders for smaller lineups (than the minimum) are not necessarily unacceptable, but will be subject to individual approval by NBC management, which will take into account the practical needs of national advertisers with unusual marketing problems."

▪ The already announced new CBS policy calls for gross minimums of $60,000 for Class A half-hour and $19,000 for a daytime quarter hour. The lowest requirement of all is ABC's which calls for a clearance of $36,900 worth of Class A time, but current sponsors buy $48,000 to $50,000 worth on an average.

NBC's minimum buy formula is based on 74.6% of the present Class A rate total for its stations (against 80% for CBS) and 66.8% of the present Class C rate (against 75% for CBS).

▪ In announcing the revised NBC policy, Walter Scott, vp in charge of sales, emphasized that most of the network's advertisers now buy considerably more time than they will be required to under the new minimums. And he expects them to continue to do so. He predicted that the change would not affect the lineups of the major national advertisers with mass distribution, who want to spread the cost of their tv programming out over as large a coverage area as possible.

One other factor which may help to keep the station lineups big on NBC-TV is the fact that advertisers who buy time between 7:30 and 11 p.m., EST, must clear at least 100 stations to qualify for any kind of discounts. Daytime sponsors must clear at least 100 stations to earn a daytime lineup incentive discount.

▪ William H. Hylan, vp of CBS-TV, reports that only one advertiser so far has asked to change its station lineup as a result of the revised policy. The company is Schlitz.

The beer maker is dropping "Schlitz Playhouse" in favor of a new Ray Milland suspense series to be seen Saturdays at 10:30 p.m. (EST), starting date to be announced later. Schlitz will order clearances in more than 100 markets, but will leave out some of the cities that were on the discarded "must buy" list.

It is not possible to say precisely what cities will be left out at this time, since the sponsor is still working on the station lineup. #

B+C · B+C · B+C ·

Advertising Age

July 14, 1958
Volume 29 · Number 29
25 Cents a Copy · $3 a Year
CHICAGO 11 · Published Weekly at
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NEW YORK 17
480 Lexington Ave. · YU 8-3600

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President
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BARTON A. CUMMINGS

Mr. Cummings' knowledge of diversified accounts stems from long experience in the advertising business. Upon graduating from the University of Illinois in 1935, he joined his father's advertising agency in Rockford, Ill. Shortly thereafter, he went to New York City, where he continued his advertising career, first as an office boy, then as traffic man, copywriter, and eventually copy supervisor.

In 1947, Mr. Cummings started with Compton Advertising, Inc., as an account executive. Five years later, he became a member of the board of directors and, in 1955, was elected president of the agency. Mr. Cummings' interest in the industry goes beyond the working day and includes active participation for many years on several A.A.A.A. committees.

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